

Personas and Completing Simple and Complex Tasks

USER PERSONA

SARA ESTIFANOS

BACKGROUND:

- Pharmacist
- Master's Degree
- Married with three children, 18, 16, 12

DEMIGRAPHICS:

- Female, 46 years old.
- Dual family income \$300k
- Lives in Kensington Maryland

IDENTIFIERS:

- Empathetic and understands people
- Comfortable with technology
- Social
- Researches an organization before giving



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David Mathew

BACKGROUND:

- Accountant
- Bachelor's Degree
- Married with two children, 3, 1

DEMOGRAPHICS:

- Male, 34 years old.
- Dual family income \$150k
- Lives in London, UK

IDENTIFIERS:

- Watching Game of Thrones
- Going out to brunches with other young couples
- Taking one nice vacation a year to established tourist destinations
- Loves cycling
- Enjoys spending time with family
- Digitally savvy



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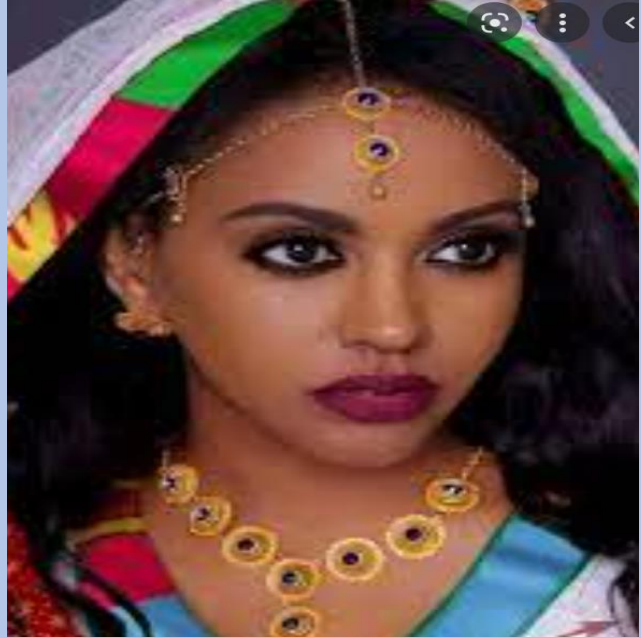
Rosa Henok

BACKGROUND:

- Stay at home mom
- High School Degree
- Married with one child, 3

DEMOGRAPHICS:

- Female, 24 years old.
- Single family income \$75k
- Lives in Toronto, Canada



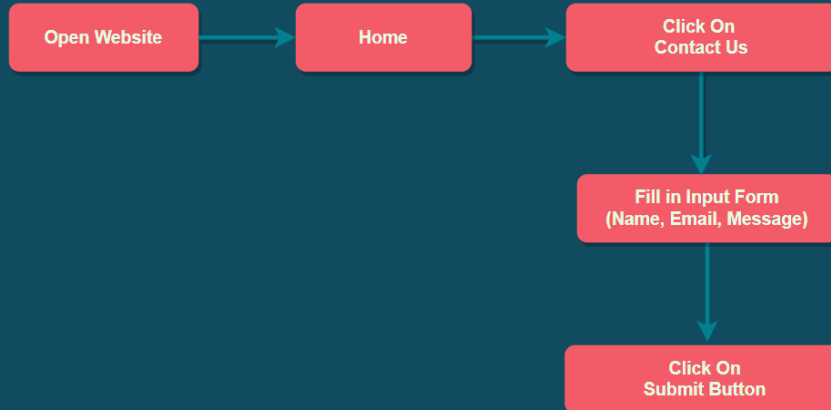
IDENTIFIERS:

- Loves fashion and does hair dressing as a hobby
- Creative Personality
- Socially active
- Loves watching comedy
- Strong network of friends
- Comfortable with technology and appreciates when it is used

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COMPLETING SIMPLE AND COMPLEX USER TASKS

A User Completing a simple task: Submitting a Contact us form



Personas and Completing Simple and Complex Tasks

A User Completing a complex task: finding an item and purchasing it

