

EXPERIMENT 01

AIM: TO DESIGN A USER PERSONA OF AN APPLICATION

EXPLANATION:

Personas are archetypical users whose goals and characteristics represent the needs of a larger group of users. Usually, a persona is presented in a one or two-page document (like the one you can see in the example below). Such 1–2-page descriptions include behaviour patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates. Designers usually add a few fictional personal details in a description to make the persona a realistic character (e.g. quotes of real users), as well as context-specific details.

Why do we use Persona?

Numerous research data for product design are quite difficult to handle, especially when we need to pay attention to the data throughout the entire process. Therefore, Persona will be a relatively more realistic and concrete object, although not a real person, it is the most typical image of many real Personas. And it can remind us of the users' needs and help us make a better user experience model because of which real users will feel more comfortable while using product. This is why it can facilitate the development.

Topic for which persona is created is an Online Cosmetics Platform.

The following Persona is created for the owner of the brand.

Anjali Motwani



"Making beauty achievable to everyone."

Age: 39

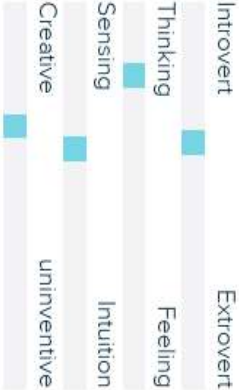
Work: Owner of Steel Cosmetics

Family: Married, 1 Kid

Location: Mumbai Maharashtra

Character: Manager of Website:

Personality



Entrepreneurship

Independent

Goal Driven

Goals

- To make the Steel Cosmetics a success in the market.
- Maximize product sales.
- To provide affordable beauty products
- To expand business

Frustrations

- Learning E marketing is difficult.
- Adapting to Internet Sales.
- False reviews by competitors.

Bio

Anjali Motwani is a Smart, Strong and an independent women who is the owner of Steel Cosmetics. She aims to provide natural, affordable beauty products to both men and women. Since the pandemic struck the sales of the brand having been dropping loosely, so to enhance the sales it let to the beginning of the Online store for Steel Cosmetics. Her motive is to sell products to individuals who have not used any sorts of beauty products before. She wishes to expand her online business.

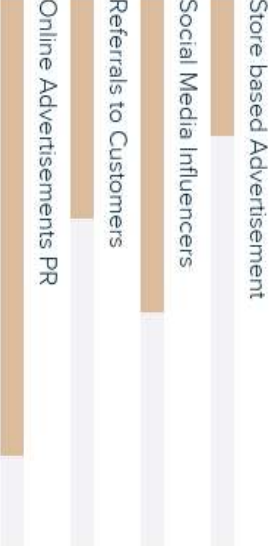
Motivation



Brands & Influencers



Preferred Channels



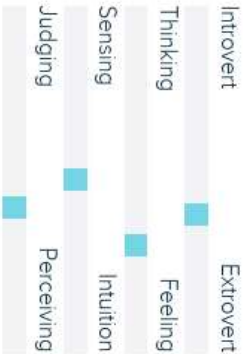
Seema Agrawal



"I feel that one should be beautiful inside out"

Age: 29
Work: Software Engineer
Family: Single
Location: Delhi, India
Character: Customer

Personality



Friendly

Hardworking

Clever

Go - Getter

Goals

- A purchase products of choice with convenience and ease on an affordable price range.
- To spend as less as possible.

Frustrations

- Too many product choices lead to confusion.
- Not sure about the product i.e. it would suit my skin type or not.
- The buying process is tedious and requires time

Bio

Seema is a Software Engineer by profession. She is a motivated individual. Due to the extensive work load she couldn't take proper care of her skin and was exposed to various skin problems like acnes, blemishes, wrinkles etc. Also due to tremendous stress she had lost the all time glow that she use to possess in the beginning of her career.

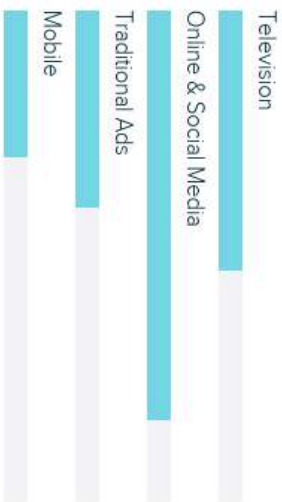
Motivation



Brands & Influencers



Preferred Channels



The following Persona is created for the customer of the steel cosmetic

Billy Porter



"Creating Stunning websites to immerse you into a new experience."

Problem Solver

Designer

Agile

Adaptor

Bio

Billy Porter is a Web Designer by profession. He is an creative and innovative person. His perspective on designing website is something which is not contemporary. He believes that with the evolving time we should also enhance and evolve our designing taste by taking cues from the very surrounding.

Frustrations

- Requirements of customers are misleading/ unclear.
- Too much expectations.

Goals

- A provide state of a kind solution to customers.
- To deliver the product in a short span.
- To work according to customer needs, to enhance satisfaction

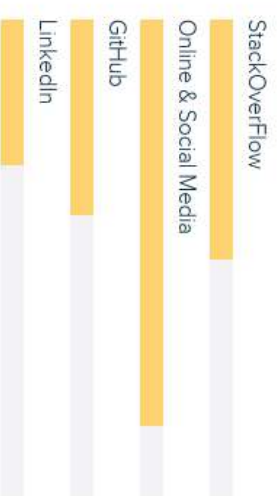
Motivation



Frameworks



Preferred Channels



Personality

