

Personas

Name: Josh Belloni

Descriptor: an ice cream lover

Quote:

"I always ask myself, what's the best kind of ice cream out there for me? These ice cream companies offered a wide range of selections these days, but as an ice cream zealot, I make it my mission to really identify the optimal choice for me. "

Who is it?

Josh is a 20-year-old Carleton raising senior from Colorado, majoring in Computer Science and Art. He is an ice cream enthusiast mainly because his father is a local ice cream vendor. Ever since childhood, his father would bring him new ice cream flavors and hear about his opinion. Influenced by his father, Josh slowly developed a large interest in different ice creams. In addition to ice cream, Josh also likes drawing and aims to become a professional artist after college.

What attitude?

Josh would use our site in order to find out the ice cream product that he wants to purchase the next time he goes to Family Mart. He is most interested in searching for products that are chocolate flavored, are popular among customers, and do not contain wheat (as he has gluten intolerance). He cares about whether the website's search function is easy to use and can properly filter products that match the preferences he listed.

Which behavior?

Josh is a college student with the goal of being able to identify the "best" kind of ice cream according to the taste preferences he puts in. Josh has some patience in poking around the website until he finds what he wants considering he's very enthusiastic about ice cream. But he is also very opinionated that if he sees the resulting products aren't what he likes in real life, he would be very upset and leave the website. So we want to be able to narrow the search for him but also leave a few options open as the "best" ones for his search.

Name: Nina Tullio,

Descriptor: a product manager at the Ben & Jerry's

Quote:

"The research I do is all about product growth for the company: it's about how a product stands out among other similar ones and how customers' review could be related to the sales of a specific product. I use data to make inferences and provide suggestions for my superiors on what would be the most profitable products for our company."

Who is it?

Nina is a 32-year-old project manager at Ben & Jerry's. Originally from New York, Nina obtains a Master of Business Administration at Harvard University. Her first job is as a marketing consultant at a major tech firm, which is a great job opportunity that all her friends desired. However, Nina soon found herself not suitable in such a tech company since she just couldn't bear dealing with computers, phones, and apps all day. Luckily, she was later offered a product manager at Ben & Jerry's, which, as a big fan of Ben & Jerry, Nina took the job without hesitation.

What attitude?

Nina is responsible for looking at the company's sales data and providing suggestions for Ben & Jerry on what products should be manufactured in larger (or smaller) quantities, why products are popular (so that they can better design new products), and how they can accurately advertise their products. Since she is making decisions for the whole company, she has to be very rigorous, so she cares about the source and accuracy of the data she obtains. She is also very good at analyzing data, so she cares about whether the website would allow her to download the data in the desired format (she wants .csv, not .xlsx) or interact with the data. Neat display of data on the website would be a plus for her, but it is not of primary importance if she can download the data and play with it herself.

Which behavior

Nina is a curious learner who's very aware of the power of customer reviews. She's not very patient with websites because she believes she can always find data elsewhere with her data scraping skills. She expects information provided on the website to be relatively clean and complete which will make her job easier when she's making inferences on the data. She is also very careful in that she questions the validity of the data quite often, so she would like to see solid sources for all the data provided on the site.