

HW13-Team: Creating a Persona

Template/Instructions

Using the results of your customer interviews and Persona examples we reviewed in UX-Part 1 class, create three personas for your target users. Fill out a template (below) and be as detailed as examples in that class.

List all students who actively worked on this Assignment:

1. Name: Yuyang Han
2. Name: Yihong Liu
3. Name: Xiaodan Hu
4. Name: Liuyi Chen
5. Name: Chang Li

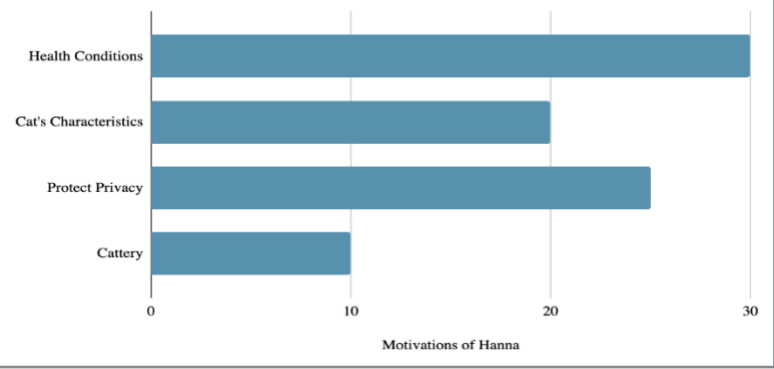
Hereby explain: All the human faces in our “Bio” sections are fake, all generated by AI.

Short Bio/History

Hannah is a 22-year-old Student studying Marketing in Seattle, Washington. She lives alone in an apartment herself and wants to find a lovely cat as a companion. Firstly, she plans to adopt a cat from Petfinder. However, she found out that she needs to submit too much private information on the website to complete the application and she felt uncomfortable about it. She wants to get a healthy cat, because her friend's cat is unhealthy, and it took her much money to treat it.



Motivations



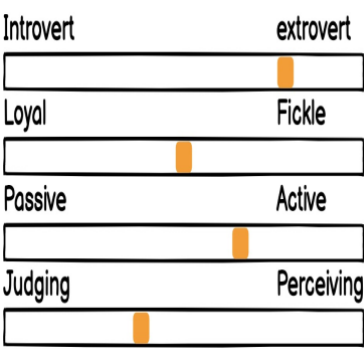
Goals:

1. Avoid providing too much private information
2. Get a cat in good physical health and mental health

Frustrations

1. Need to submit too much private information.
2. Don't know how to verify whether the cat is healthy.
3. Can't find a satisfying kitten in local breeders.

Personality



Behaviors:

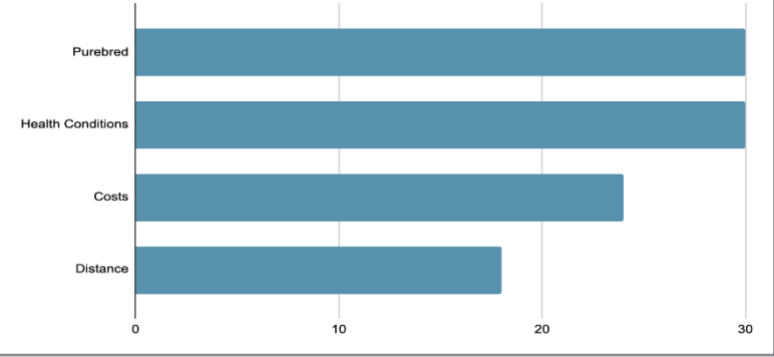
- a. When Hanna talks about her ideal cat, she smiled a lot and was talkative on this aspect.
- b. Hanna also mentioned that she usually won't accept any cookies when she browses websites.
- c. Hanna is very clear about some details about her ideal cats, and she likes to share her insights about pets.

Short Bio/History

Mike is a 45-year-old Financial Analyst, he is married with 2 children living in Walnut Creek, California. One of his children really wants to own a dog. Once his family was really closed to getting a dog; he preordered an AKC licensed unborn Labrador puppy half a year before it was born. But he was the fifth, which was the last to choose the puppy. He was not satisfied with the health condition and the appearance of that puppy. He expects to have a purebred puppy in an easy way.



Motivations



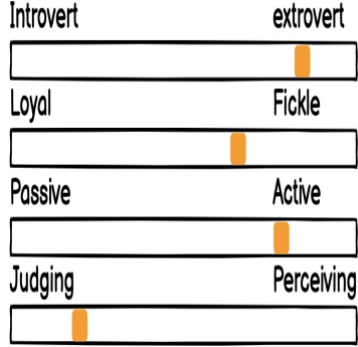
Goals:

- 1. Puppy with good condition
- 2. To simplify the reservation system

Frustrations

- 1. Too much time waiting before the puppy was born
- 2. The reservation system is not transparent
- 3. Not enough options to choose in the purebred

Personality



Behaviors:

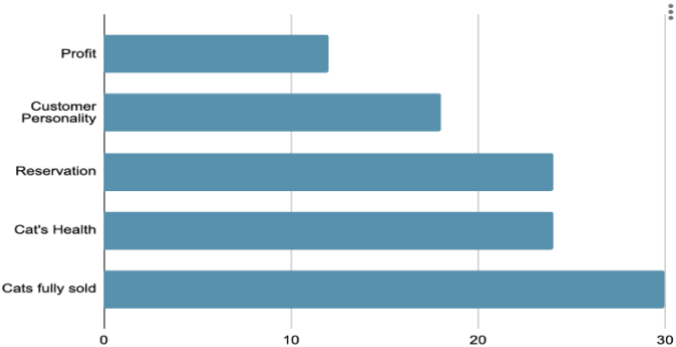
- a. He's willing to bid for a dog.
- b. He complains about being the last to choose, and he doesn't trust the breeder.
- c. He usually compares dogs among the per selling websites.

Short Bio/History

She is 30 years old and undergraduate from UMass Boston. While she studied on campus, she met lots of potential buyers. After she has several cats at her home, many people want to buy the little cats. Then, she started her breeder career. She often sells the cats through WeChat, which is a social media application. Her target customers are mainly focusing on the international students and friends around them.



Motivations



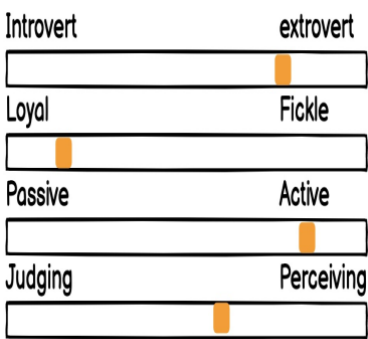
Goals:

1. Kittens can be fully sold for each time.
2. Customers would not ask for a refund because they do not like the cat anymore.
3. Customers would not ask for a refund for canceling the booking fees.

Frustrations

1. Some customers would cancel the reservations because they do not like the cat anymore and ask the \$500 dollars back.
2. Some customers would want to return the cat because they cannot take good care of the cat.
3. Few kittens cannot be sold if the cat's mom gives too many.

Behaviors and Personality



Behaviors:

- a. She responded to message from customers almost immediately and shared all the details of the cats to potential customers without any hidings.
- b. She will reserve the ideal cats for her customers even though there are later buyers who offer higher prices.
- c. She tried many ways to adverse her personal selling channel.