

PERSONAS

*A persona is a representation of a user—
typically based off user research—that
incorporates user goals, needs, and interests.*

WHY PERSONAS

Useful for building empathy

Understanding the potential users of your website or product

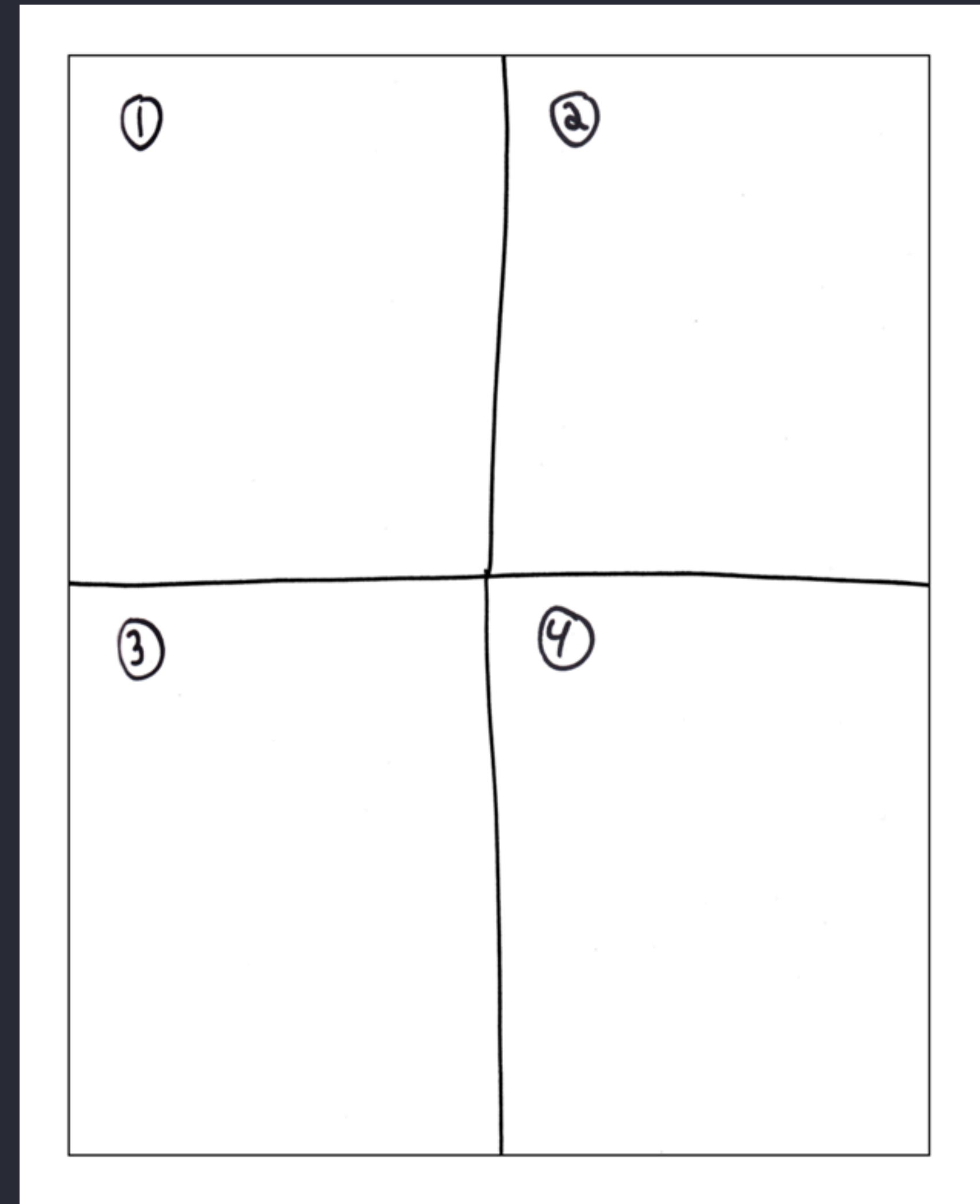
Develop products that better suit your users needs

Always reference personas during the creation process

CREATING PERSONAS

A templated approach

Split a page into 4 quadrants



FIRST QUADRANT

Sketch or image that is representative of the user

Name and role (job)

Should feel real

Don't use Jane Doe (uinames.com)

① Sketch and Name



- Marc Le may ;
- Loves coffee and good food ;
- From Montreal.

SECOND QUADRANT

Demographic information

Focus on information that will help you understand their behaviour

Personal life (single, married)

Education

Values

Interests

② Behavioural and demographic information

- 21 Years Old;
- College Educated;
- Main communication tool is mobile and laptops;
- Lives in Montreal but is moving to Toronto to study;
- Loves the small neighbourhood vibe
- Always curious to try new restaurants and coffee shops in his area;

THIRD QUADRANT

Pain points and needs

Needs and frustrations **relevant** to your product or website

Focus on current problems

③ Pain points and needs

- New in Toronto and wants to discover the city in a different way;
- Doesn't like the main tourist attractions;
- Wants to discover Toronto per neighbourhood;
- Loves to understand an area's authentic lifestyle, especially in terms of food and activities.

FOURTH QUADRANT

Potential solutions

Solve pain points and needs

Potential elements to include in low fidelity wireframes

④ Potential Solutions

- Using a large map to allow users to discover the city per neighbourhood;
- Having a top five list for "must go" places in each area;
- Focusing on an epicurean language in order to get users excited;
- Having a "you might also be interested in" option in order to browse similar places in different areas.

QUESTIONS?