

**PERSONAS**

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

## WHY PERSONAS

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Useful for building **empathy**

Understanding the potential users of your website or product

Develop products that better suit your users needs

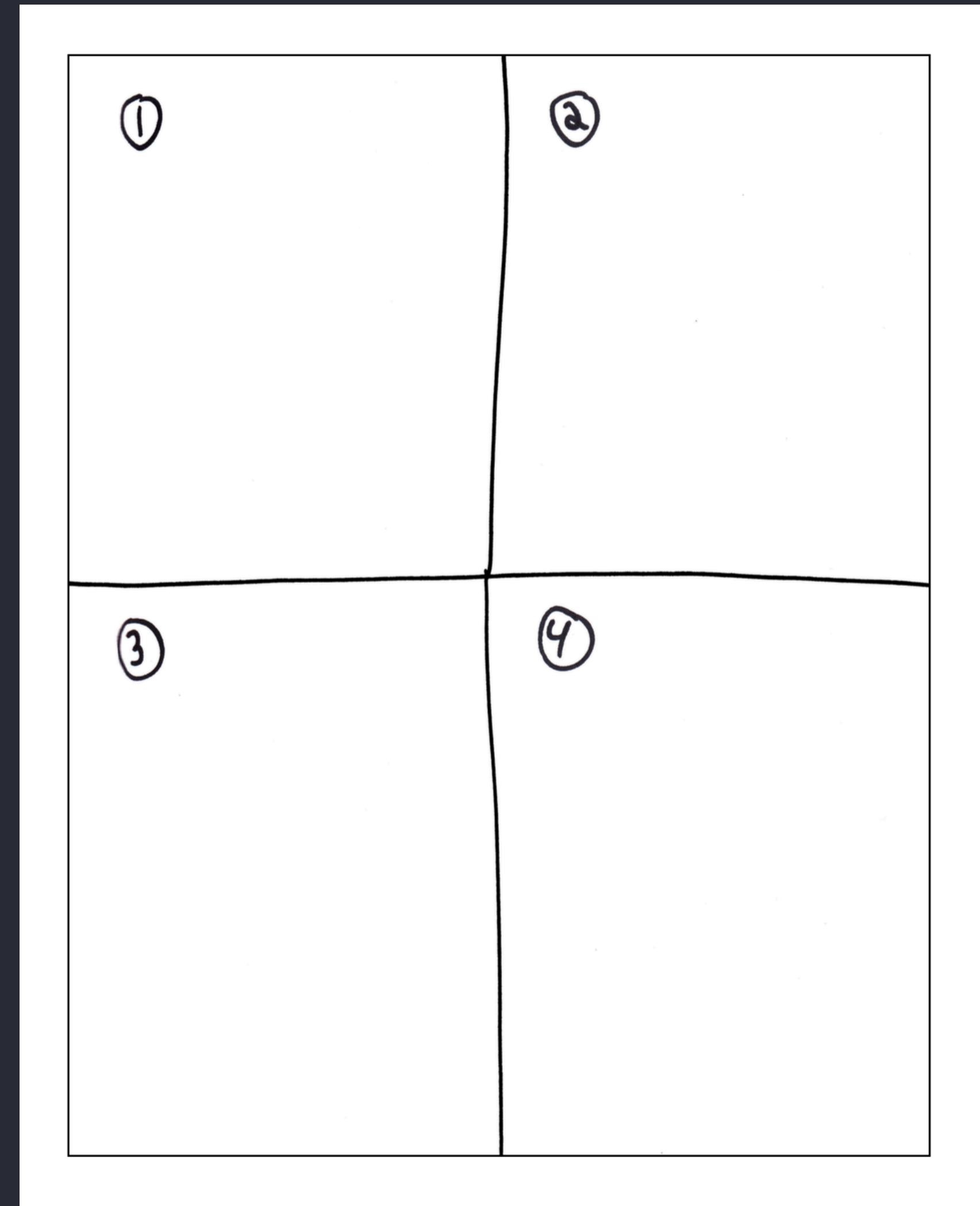
Always reference personas during the creation process

# CREATING PERSONAS

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A templated approach

Split a page into 4 quadrants



# FIRST QUADRANT

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Sketch or image that is representative of the user

Name and role (job title)

Quick facts

Should feel real

Don't use Jane Doe ([uinames.com](http://uinames.com))

① Sketch and Name



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

## SECOND QUADRANT

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Behaviour and demographic info

Info that helps understand users' behaviour

Some examples:

Personal life (single, married)

Education

Values

Interests

More detail = better

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

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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

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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.



# EXAMPLES



## Nerdy Nina

"The book is way better than the movie!"

#booklover  
#bookaddict  
#booknerdproblems

### DEMOGRAPHICS

Age: 25  
Location: Sao Paulo, Brazil  
Education: Software Engineer  
Job: Q/A at Indie Game Company  
Family: Lives with her boyfriend

### TECH

Internet: ●●●●●  
Social Networks: ●●●●●  
Messaging: ●●●●●  
Games: ●●●●●  
Online Shopping: ●●●●●

### GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

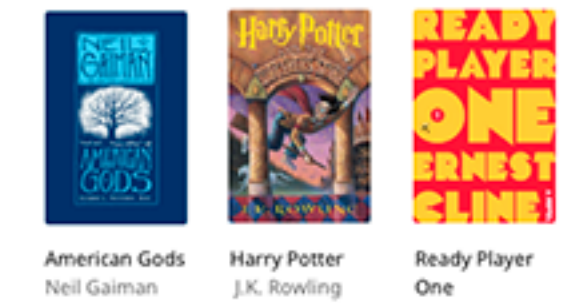
### FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

### READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

### FAVORITE BOOKS





## Drew

### Influencer

#### ABOUT

- 👤 Age 25-34
- 💰 \$50K-75K
- 💻 High Tech Proficiency

#### EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

#### EVENT INFLUENCERS

- ▬ Friends
- ▬ Cultural
- ▬ Adventure
- ▬ Learning
- ▬ Networking
- ▬ Hype
- ▬ Credibility

#### MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

#### CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notificatinos of on-sale so they can be the first to get tickets.

#### PAIN POINTS

Finding the time to attend events and staying on budget.

**39%**  
Total Universe GTV

**12**  
Events per month


\*GTV Calculated based on # of Users x Frequency of Events. Based on a study conducted with 115 participants.

[Source](#)

[Source](#)

### Fictional Name

Michael Johnson



### Occupation

Self-employed, owns a coffee shop in the center of the city

### Demographic

- 30 years old;
- Lives in Seattle, Washington;
- Married, no children;
- Has two brothers;
- Has to take care of his father after a stroke, helps him out financially;
- Has an upper-middle income level, his business is profitable.

### Goals and Needs

Michael is a busy person, and he doesn't like wasting his time because time is money for him. So, he needs to be able to make payments on-the-go and have access to most banking services like generating banking documents, applying for loans, etc.

As he owns a business, he needs to do keep his business and personal banking accounts separate. At the same time, he wants to use both of them easily and switch between them with no effort.

### Pain Points

As of now, the main pain point for Michael is that switching between different accounts takes too many actions on his behalf. He would prefer to do it in one click. Besides, he still needs to go to a bank for the services that could be available online.

### Relevant Patterns of Behavior

Michael spends the most part of his day (5+ hours a day) on the smartphone making calls, negotiating, messaging, etc. He is tech-savvy and uses the latest iPhone. His phone is full apps, he prefers them to mobile versions of websites. He knows his way around any app in a matter of seconds, so he always skips tutorials.

### Personality

"I hate queues in banks. That's why I use online banking – it's a lot less nervous and much faster."

[Source](#)

**QUESTIONS?**