

3

**USER PROFILE
OR
USER PERSONA**

NEEDS & WANTS

It's important to understand your users' needs and wants in order to effectively design, build, and market products that are user focused, appropriate and your target audience will love.

Creating enriched personas to represent your user types is a key way to learn what's important to your users and to understand their needs.

WHAT IS A USER PERSONA?

A User Persona is a detailed fictional representation of each user type sometimes fuelled by real data reflecting their behaviours, motivations, and goals.

Personas are especially helpful in prioritising which features to include in your product and what to leave out.

WHY YOU NEED USER PERSONAS

- Using well-crafted personas ensures that you are considering the users' needs throughout the process by bringing them to the forefront of planning at every step.
- Referring to a persona instead of raw data or even surmising makes it easier to visualise the user.
- Because you're working with your users in mind, you can better determine the best course of action in the process of developing a product built for purpose.

WHAT YOUR USER PERSONAS SHOULD INCLUDE

It's important to focus on behavioural drivers, mindset, and attitudes as this will help your personas to become full representations of real people.

User personas should include the following:

☐ 1. Name and Description

("Sophie, Part-Time Working Mum" makes your persona more relatable. You need to quickly get a feel for who this persona represents. Be as specific as possible to ensure clarity)

☐ 2. Image

Stock photos are useful since they aren't images of people you know in real life. Additionally, consider the context of the image as that can provide further insight into the persona.

☐ 3. Quote

What would this persona typically say and how might they react to your product? Knowing this helps us to further get to know the persona. Pull or create quotes from the research.

☐ 4. Bio and Demographics

Share your persona's story. What do they do for work and how do they spend their free time? Include demographics like age, gender, location, income, marital status, number of children, and any other relevant information about their background, lifestyle, and behaviours.

☐ 5. Personality Traits

Is this person extraverted or introverted? Impulsive or a planner? This section helps to round out the user persona by providing better insight into their personality.

☐ 6. Goals and Needs

What are your persona's aspirations? What do they need to get them where they want to be?
Having a clear picture of goals and needs can directly help you to understand what your product should provide for this user group.

☐ 7. Motivations and Frustrations

What drives this persona and what's preventing them from attaining their goals?
Understanding motivations and frustrations will help you to understand how this persona thinks and may behave.

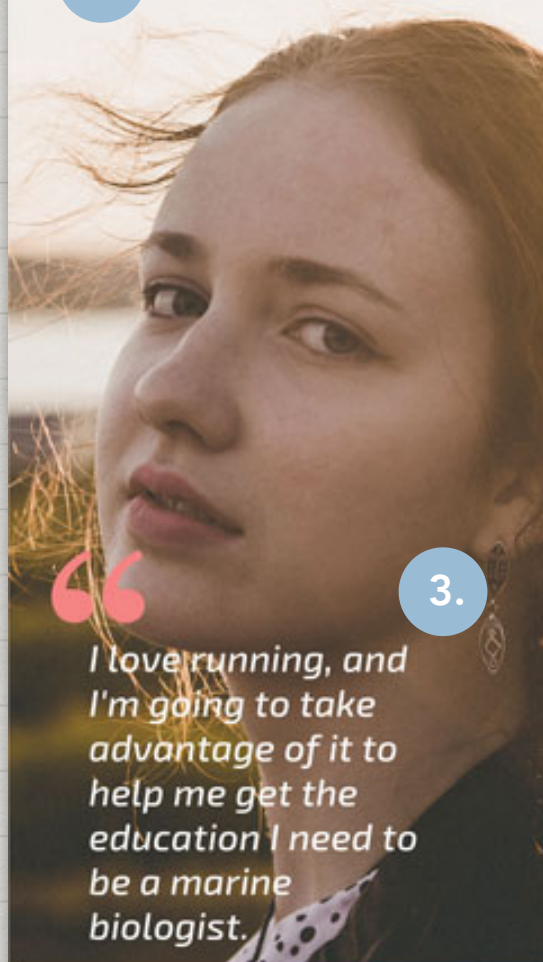
TIP

Once you pull all of this information together, you have a **MUCH** better picture of your end user;

Repeat this process for each user type, and as a result, you'll have a robust group of user personas to represent your customer segments.

QUICK EXAMPLE

2.



I love running, and I'm going to take advantage of it to help me get the education I need to be a marine biologist.

3.

Amy

Student Athlete

1.

Determined

Smart

Hardworking

ABOUT

Age	16 yrs.
Location	Phoenix
Status	Single

BIO

Amy is a talented runner who is on her high school track team and dreams of attending Arizona State to study marine biology. She comes from a lower middle-class background, so she knows she needs to land a good scholarship for her dream to become a reality.

4.

MOTIVATIONS

- Always wants to do her best in each interest area.
- Challenges herself to reach her goals.

7.

GOALS

- To learn more about how to get recruited to the Arizona State track team.
- To improve her skills and athletic ability.

6.

Extrovert Introvert



Sensing Intuition



Thinking Feeling



Judging Perceiving



5.

Amy has kept every award she's received since she started competing in local charity runs at age 10. She's also tracked her PRs since she was allowed to have her first smartphone at age 12. She loves competing against herself and watching herself improve over time. Amy frequently has her mom record her intervals and drills so she can check her form and see improvements.

Amy's closest friends are also on the track team. She's not particularly shy, but she is an introvert who finds it difficult to be outgoing and talk to people she's never met before. She's unsure how to connect with those who could help her realize her dreams.

CHALLENGE

LEIGH
JOSH
DYLAN
LEWIS M
ARWYN



Anna Sheppard



"Life is better when shared"

23 yo

Lives **Victoria, USA**

Job **Curator**
Studied at **UGA**



Traits



Social & Confident



Curious
tasteful &
Brilliant



Hardworker
Cultured



Cheerful
Generous
Compassionate

Interests



HAWAII
Cultural
Readings



Gigs
Events
1+ / Week
Festivals
in Summer



Like nice
DESIGN
& layout
Collect



Art
Yoga
Make
up

Music Behaviour



Eclectic
taste



Subscribed
to music
channels on
YouTube



Friends
guidance



Listen
to radio

Favourite Bands

Prince
Beyonce

James Blake
Alt-J

Kate Bush

Music Related Platform

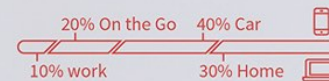
Soundcloud
Youtube

iTunes
Spotify

Hypemachine
Facebook



● Music usage
● Other type of media
● Browsing



Frustrations:

- Have to be committed to find new content
- Suggestions are not really good
- Too much services
- Collecting medias on separate platforms

Key goals:

- Find a service/blog that fits her tastes
- No brainer recommendations
- One platform that regroup all type of medias

,UK
Engineer

5%



age
of media

% On the Go
40% Home

content
d on different

l media

s on a blog
ater" lists quickly

platforms synced

LEWIS P
LUKE
PATRICK
VALEN

Jack Rowland

Age: 45
Work: Operations/Support
Family: Married
Location: Seattle, WA
Character: The Authentic

Bio

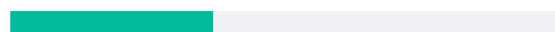
Jack as been working in customer support for the past fifteen years and loves it. He is very tech savvy and enjoys helping others. On a daily basis, he provides customer service and audits accounts focusing on KPI. When there's a problem, he always prefers to deal with clients personally. He wants the system to be easy and intuitive so he can find solutions easily.

Preferred Channels

Traditional Ads



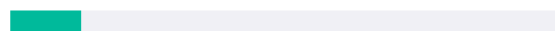
Social Media



Referral

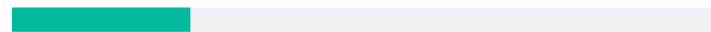


Guerrilla Efforts & PR



Motivations

Designer Products



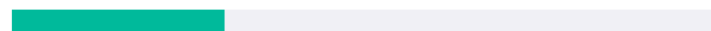
Eco-Friendly



Personalization



Low Prices



Convenience



Social



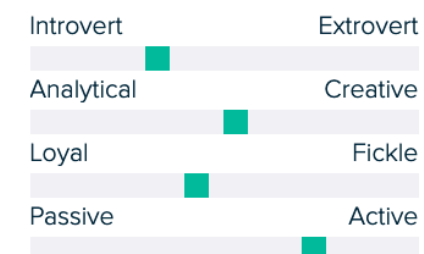
Goals

- To reduce churn
- To help educate advertisers
- To transition toward email / automated customer service

Frustrations

- Confusing UX for advertisers leading to increased tickets
- Logging the calls manually
- Multiple steps to completing a ticket

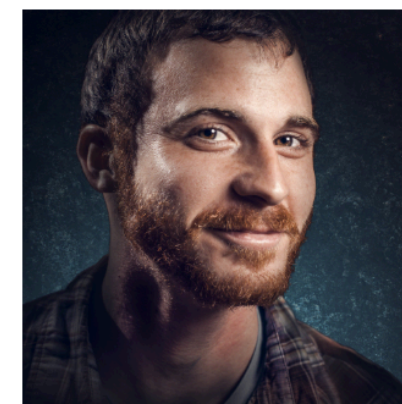
Personality



Agreeable

Accessible

Dependable



"I want to optimize how the support ticketing system works to capture product feedback better."



Intercom™



RESOURCES

Illustrator

www.thestocks.im

www.flaticon.com

www.thenounproject.com

RULES

2 HOURS (ISH)

2 QUESTIONS