

# Personas



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# Objectives:

- **Perfect your Personas** creating typical user profiles with their specific Characteristics & Key goals for your App.

# Items Created so far:

**Note:** Please make sure your Team Name at the top of all your documents

- **Problem Statement**

- A clear, concise statement describing the problem your app will solve
- Brief, no more than two sentences

- **Market Research**

- Outline the key insights from your research
- Include alternatives already out there (competing apps, non-app solutions) and research from users on why these alternatives are not good enough in addressing the problem
- Each insight should include: an assumption statement, research method, insight statement and corresponding data

- **Personas** – what are these?



**Personas**

# Goal of Personas

- A detailed summary of your main target user groups.
- How many are there? Niche audience or mass market? **What are their key characteristics (age, lifestyle etc)?**
- Create Personas to represent the variety of users. Include:
  - Their Characteristics
  - Key Goals in using the App
  - Create a Label for them (i.e. “Student”) and give them a name for them! (makes it more fun)

# Which of these samples are identifying user Characteristics?

- “The persons that will use our app will be the people who cannot locate...”
- “The audience we are targeting are boys between the ages of 13-25 because guys are known to like...”
- “Our App is targeted towards anybody that has access to a credit card.”
- “This app is aimed towards adults, teen moms, single parents because adults always have stuff to do and they need time for themselves, they work and need a... ”

# Examples

- Example Persona's from Apps for Good winning project  
“Soundproof” <http://www.appsforgood.org/public/projects/8771>

## **Rachel Smith**

“College Student”

- o Aged 20 & is at college
- o Lives in Edinburgh
- o Into music
- o Enjoys live music
- o Likes social media

Key goals-

- o Keep up to date with new music
- o Wants to know tour dates
- o Wants to be able to access all information the one place

# Multiple Personas

## **Jordan Bailey** “Teen Student”

- o Aged 14 and goes to secondary school.
- o Lives in Glasgow with his parents.
- o Leads a life of going out with friends and school.
- o Is into music.
- o He likes social media.
- o Enjoys live music

### Key goals-

- o Keep up to date with music news.
- o Wants to know when tickets for concerts and gigs go on sale.
- o Doesn't want to have to log onto several different websites to get information.
- o Wants all information in one place.

**Why?** Now you can refer to Rachel & Jordan when you are thinking through your App's design as if they are real people.



# Another Good Example Persona

## Peter

### The busy parent

#### About Peter

- Works in London for an advertising firm
- Lives in Surrey with his wife and 2 young kids
- Has a busy life so is a big fan of time savers
- Is comfortable online and does a lot of shopping online (as it's more convenient)
- Is a 'hunter' shopper – wants to get in and out as quickly as possible
- When shopping usually just wants to find something that ticks all the boxes
- Wants to get good value – preferably the best price possible
- Gets frustrated by not being able to specify a delivery window for online purchases
- Gets annoyed by slow and clunky websites



*"I don't want to have to  
faff around"*

#### Key goals

- To get the best price possible
- Be inspired
- A quick and painless online purchase

# Perfect your Personas

- Create a few personas representing the likely users of your App – give them titles & actual names.
- Include them as your target users in your further design & development
- For each Persona users make sure your design meets their Key goals of the App

**Reminder:** Please add your Team Name at the top of all your documents

# Any Questions?



Today's Objective:

- **Perfect your Personas** creating typical user profiles with their specific Characteristics & Key goals for your App.