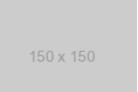
Type: Primary/Secondary/Negative/Supplemental/Served/Customer



Name: FirstName LastName

Background

Date of Birth: 10/23/1990 Gender: Male/Female Location: Iasi, Romania

Work place: Organization Name, Engineer **School:** Palo Alto High School (if required)

Technology Level:(if required)

Main Points

Some points extracted from detailed description, that are specific for this persona and the reason we chose it. For example (phrases are recommended not just simple list of points):

- Experience with certain products;
- Dislikes about certain aspects;
- Disabilities relevant to our research;
- Working environment;
- Social connections;
- The user's goals.

Goals

Goals are the reasons users perform tasks, not the tasks.

- Practical Goals:
- Personal Goals:
- Business Goals:

Frustrations and Pain Points

Some of the difficulties the user has with the product.

- UI, Interaction, User Experience;
- Dislikes relevant to the research;
- Disabilities:
- Unreliability of the product;
- Difficulties in completing tasks;
- Problems with the product: slowness, hard to use, no feedback provided;

Detailed Description

"A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design." (Kim Goodwin, Cooper.com)

Regarding the persona type: Primary/Secondary/Negative/ Supplemental/Served/Customer, these categories of personas are defined in About Face 3.0 by Alan Cooper.

A few personal details regarding relationship to the application domain in which we will use the personas, work life, social life, teamwork etc.

This section should be structured as a story.

Regarding selecting goals it is recommended to be dived into:

- Practical Goals like: avoid meetings, being efficient;
- Personal Goals like: not feeling stupid (the product insults the user), getting an adequate amount of work done, having fun;
- Business Goals like: increasing student enrollment, getting good education.

List any prior experience that is relevant to the persona

- Experience with certain applications, products;
- Frequency of use.

References

- Fluid Personas;
- An introduction to personas and how to create them;
- <u>The Persona Lifecycle, Keeping People in Mind Throughout</u> Product Design, John Pruitt & Tamara Adlin;
- This version of Personas Template includes microdata markup using <u>schema.org Schemas</u>.

Scenarios

Develop and list a few scenarios in which your product is used (when, how and with whom it is used) by this persona. In developing these scenarios consider the Main points, Goals and Frustrations & Pain Points. Describe the scenario in a few phrases and also establish a few end points. Images could be used to describe the scenarios.

Other Details

Other details regarding this persona.