

CUSTOMER PERSONAS

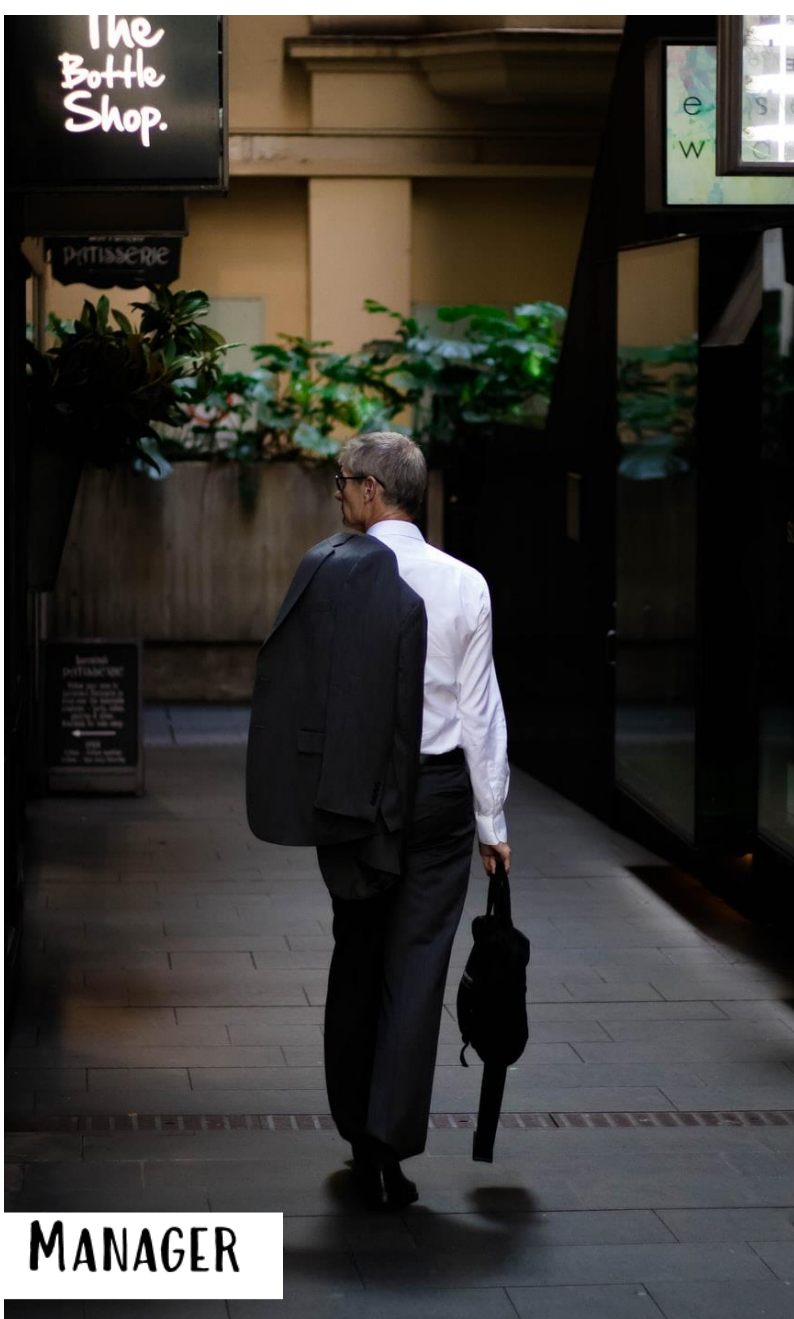
PRODUCT ANALYSIS

BY: MARTINA

11.09.2020

WHAT IS A PERSONA?

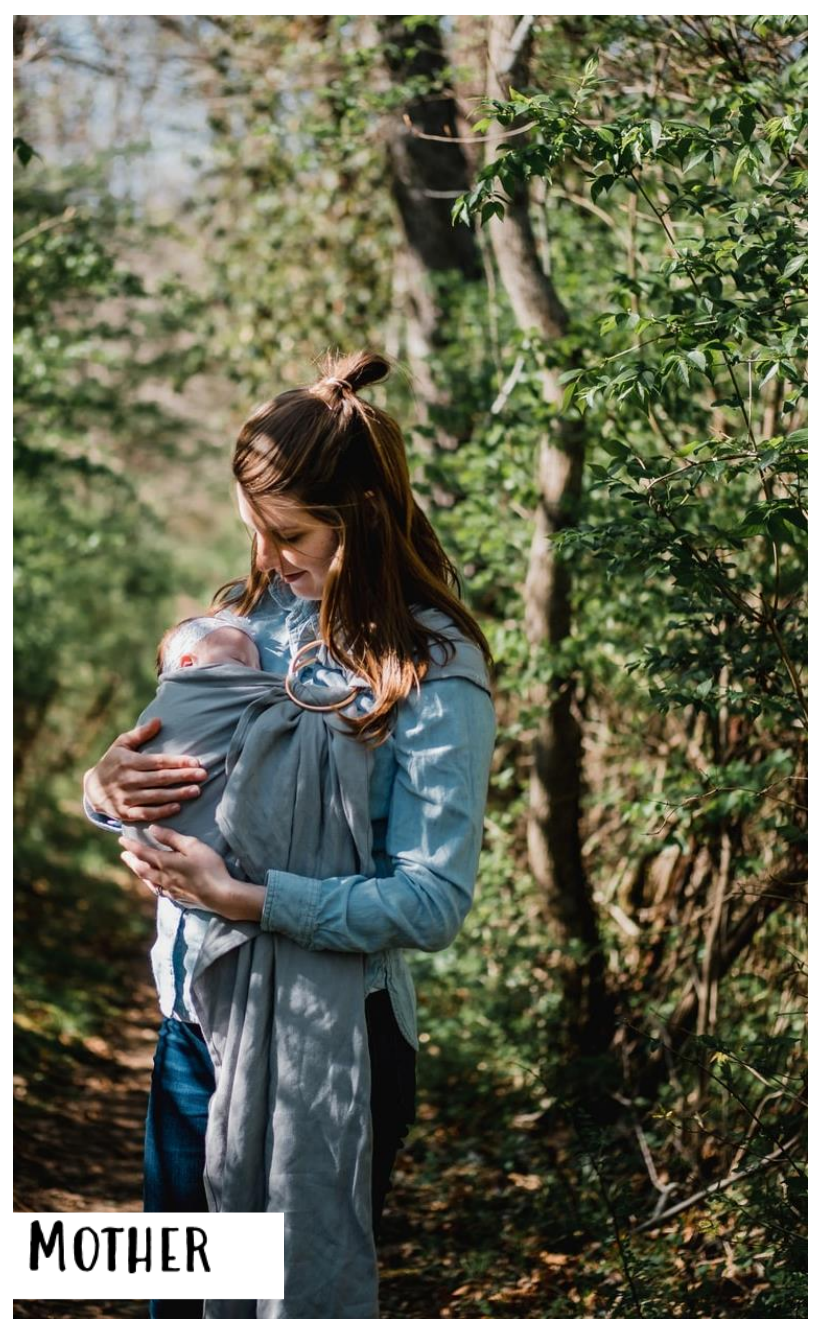




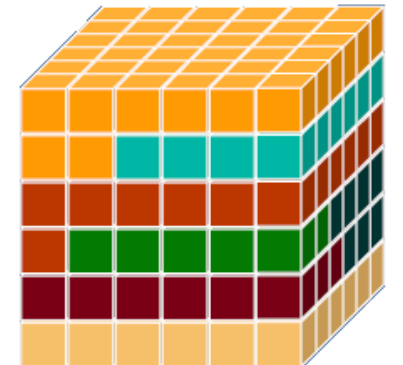
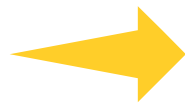
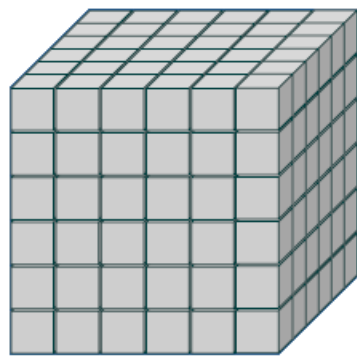
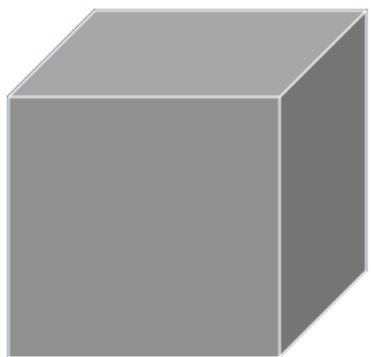
MANAGER



STUDENT



MOTHER



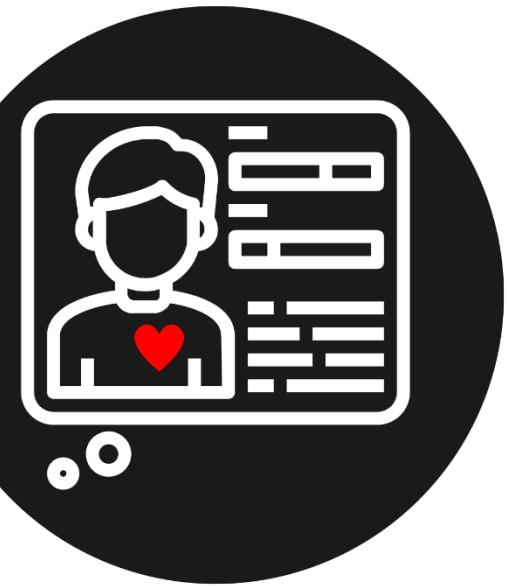
WHO WOULD USE THIS PRODUCT?



WHO WOULD USE THIS PRODUCT?



PERSONA / USER PROFILE



- **A persona** (often referred to as user persona, customer persona, or buyer persona) **is a fictitious character created to represent a user or customer type**
- Contains a rich description of a specific fictional person as an archetype exemplifying a group of people (e.g., users, customers, or employees)
 - Shared interests
 - Common behaviour patterns
 - Demographic and geographic similarities (be careful!)
- 3-7 core personas → based on your research data



EXAMPLES



USER PERSONA

John Doe

"I care deeply about animal rights and to help them live happier lives"

ABOUT

John is a graduate student at UCLA who cares deeply about animal rights. He spares his own time to volunteer at the local animal shelter and to promote pet adoption. He wishes to order some design artifacts to raise awareness at his school.

AGE 28
 OCCUPATION Ph.D Student
 INCOME Less than \$50k
 STATUS Single
 LOCATION Los Angeles, CA

NEEDS

- Create designs that promote animal adoption
- Order design artifacts such as posters, badges and buttons to distribute them to students
- Help with the crowdfunding

FRUSTRATIONS

- Some vendors charge way too much for the designs
- Connecting with the local vendors require extra time on his end
- If he ends up not getting the funds, he has to put in his own money

SOCIAL MEDIA ACTIVITY



CURRENT FEELINGS

Stressed Concerned Busy

PERSONALITY

PASSIONATE MOTIVATIONAL
 GIVING LOVING OPTIMISTIC

THE PLANNING TRAVELLER

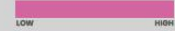
Knowledge of travelling in Helsinki



Confidence level



Tendency to plan



Technology sophistication



LOVISA



Personal information

Age: 27
 Occupation: Social media manager
 Lives in: Stockholm
 Home life: Single
 Personality: Calm, organized, confident, considered

- First time visitor in Helsinki, which was next on her list on nearby cities to visit.

Motivations

As a well-prepared traveller, Lovisa values efficiency and comfort.

Therefore, she wants to be aware of delays and route changes beforehand. Overall, she wants to be aware of all steps in her travels.

She also wants to help her family and friends to have their best trip possible.

Daily activities

Lovisa has planned a trip with her girlfriends to Helsinki. She wants to know where to go and how to buy tickets beforehand. She always has her eye out for new information that can affect her trip.

Pain points and frustrations

If the plans doesn't work out the way they want to: delays (not being in time), app not working etc. Also, not being given the right information would be a big frustration for them.

"I feel more confident knowing what to do"

Typical journey: Only within central Helsinki area

Travel priority: Being on time

Transportation preference: Whatever is the fastest



Lovisa is always up-to-date with the latest technology, but on this trip she only brought her phone which is one of the latest iPhone models. She constantly checks her social media and emails.

She never has cash on her and preferably pays with either her phone or by debit/creditcard.

TRAVEL RESOURCES

PERSONA PROFILE



INTERESTS:
 What does she spend her time on?
 What enravens her?
 What does she read, watch, listen to?

POWERS:
 What Resources does she control?
 What can she do, master?
 Who does she have influence over?

Name: Fictionalize it
 Profession: be very specific

Age: Choose a number, Not a Range
 Personal Bg: Mini Life story, - Hometown, Family, Schooling, Work, etc

NEEDS:
 WHAT does she Need, in her life, in her work?
 What's ESSENTIAL for her
 What does she require?
 WHAT'S MISSING?

BEHAVIORS:
 What ARE her ROUTINES
 BUYING Free Time Rituals

VALUES:
 What carries MEANING For Her?
 WHAT'S her MORAL COMPASS?
 What makes her INDIGNANT, satisfied, Frustrated?
 What does she want for the world?

ASPIRATIONS:
 What KIND of Person do they want to Be?
 BRANDS? Spending Patterns? Life Dreams? Heroes? Role Models?

WHY DO WE USE PERSONAS IN DESIGN?

REASONS FOR MAKING CUSTOMER PERSONAS

1. Engage empathy for users

- Create a mental model of a specific user group

URNS THE ABSTRACT
CONCEPT OF "USER" INTO
A PERSON WITH THOUGHTS
AND EMOTIONS



THE UNIVERSITY COLLEGE LONDON HOSPITAL (UCLH) CASE

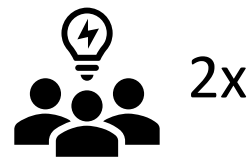
During a three months' period, UCLH interviewed patients after their visits to the emergency room to understand pain-points with their current patient process during emergency peaks which resulted in a report presenting one of the primary audiences as follows:

Table 1; Research findings from the UCLH customer research.

GROUP 1	
AUDIENCE INFO	Perceived pain-points
Infants; 1 - 3-year-olds	Lots of people in the waiting room.
Lives in central London.	Uncomfortable chairs.
Not in a life-threatening state.	Emergency room not suitable for infants.
In company with parents or relatives.	



5



2x

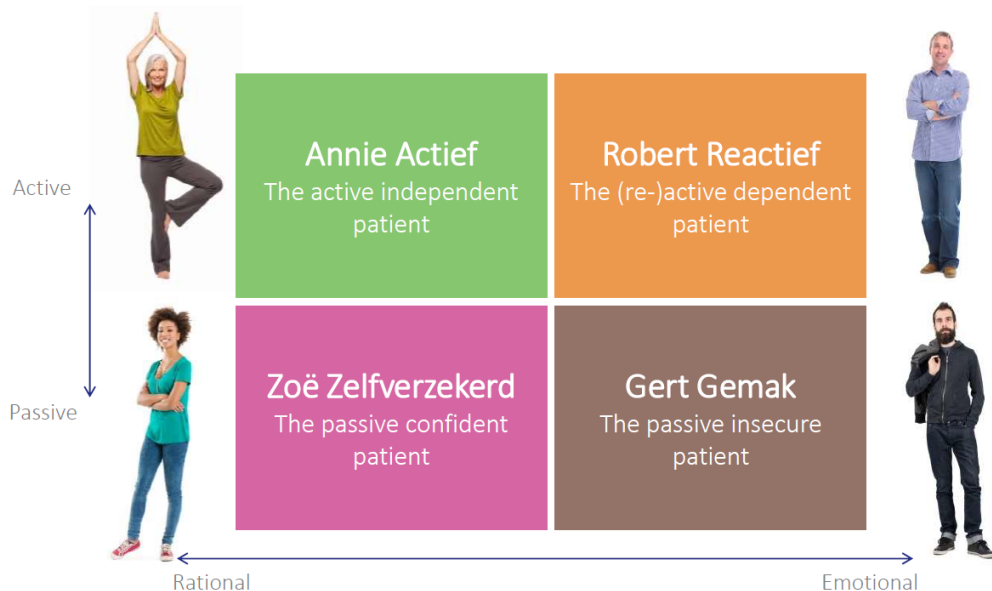


“ Three-year-old Joyceline had to wait almost four hours in the emergency room of the UCLH before getting treatment for her broken hand as a result of a big traffic accident earlier the same evening which had to be prioritised by all available doctors. Patients in a non-life threatening state, thereby, simply had to wait. This also meant that the emergency room soon had more than 120 patients waiting to get treatment. Some of these patients also were in an intoxicated state from the abuse of alcohol and narcotics, appearing aggressive towards patients and staff which frightened Joyceline. When Joyceline's father tried to calm her down outside in the emergency hallway, a nurse told him they had to return to the emergency room as patients were not allowed in the hallway. “

REASONS FOR MAKING CUSTOMER PERSONAS

2. Communicating in a team

- A reference point
- A consistent understanding of a target group
- Design and marketing efforts can be prioritized based on personas



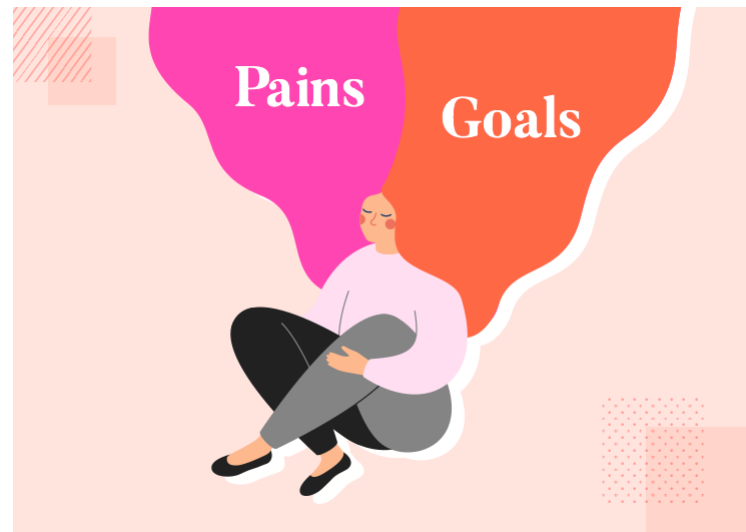
HELPS YOU KNOW BETTER
WHOM YOU'RE
DESIGNING FOR

USER'S GOALS AND
NEEDS BECOME A
COMMON POINT OF FOCUS
FOR THE TEAM

REASONS FOR MAKING CUSTOMER PERSONAS

3. Relatively quick to develop

- can replace the need to survey the whole user community and spend months gathering requirements
- The team can concentrate on designing for a manageable set of personas, knowing that they represent the needs of many users



REASONS FOR MAKING CUSTOMER PERSONAS

4. Avoid self-referential design



HOW DO WE MAKE PERSONAS?

TEXTBOOK MODEL



QUAL

- Interviews
- Focus groups
- Observations

QUANT

- Surveys
- CRM data
- Traffic metrics
- Etc.

- Clustering
- Affinity diagrams
- Concept mapping
- Thematic analysis
- Etc.

- Image
- Name
- Description
- Quote
- Pains
- Etc.

DATA



SORTED



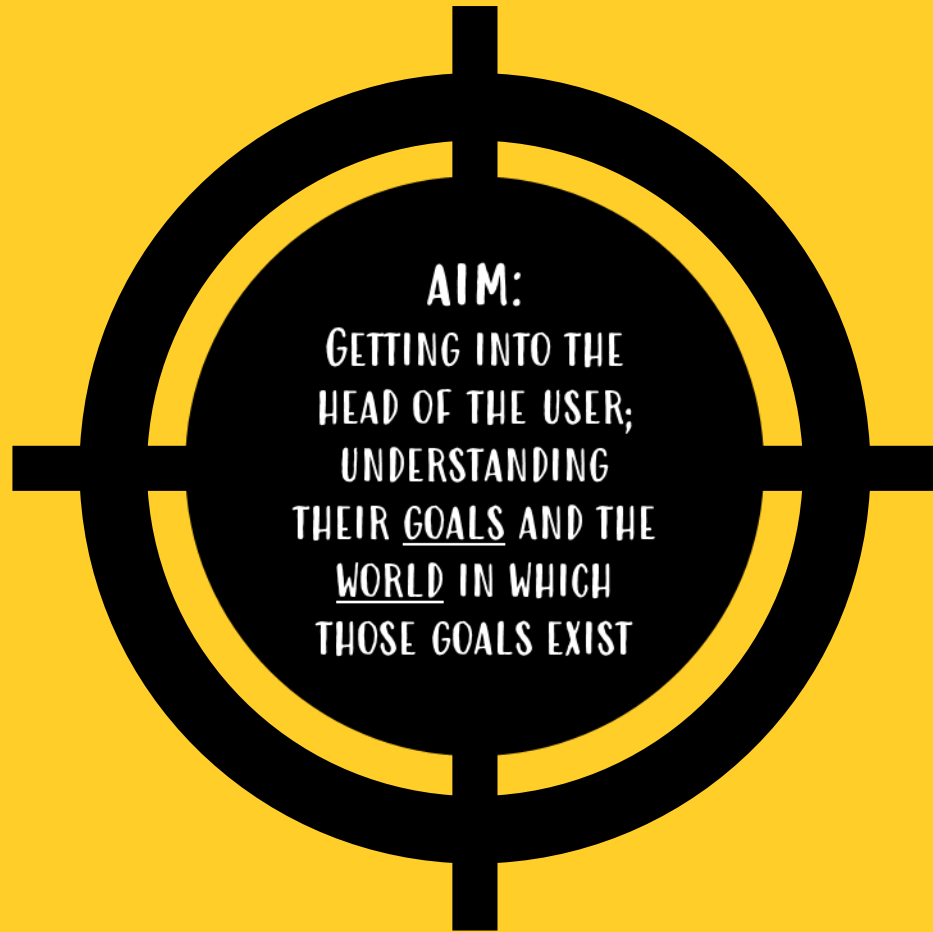
ARRANGED



PRESENTED VISUALLY

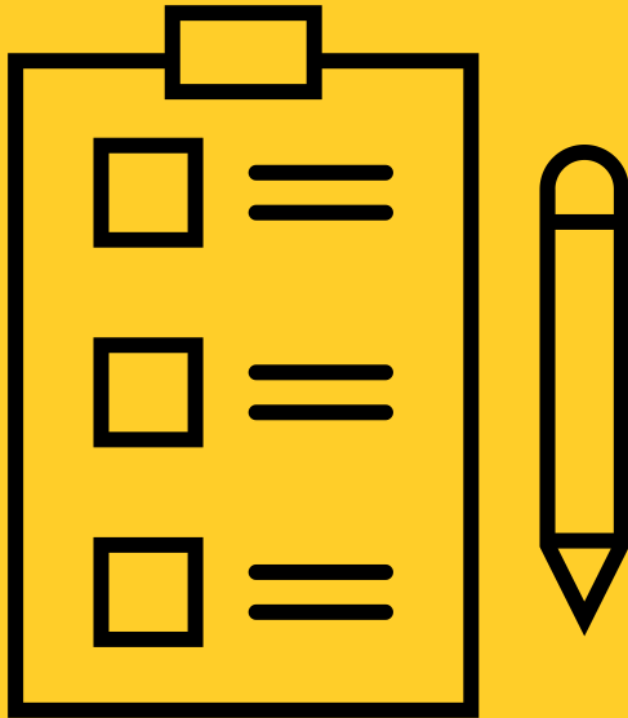


IN-DEPTH INTERVIEW



- ✓ Always listen more than you speak
- ✓ Remember that it is your responsibility to be true for the thoughts, behaviors, and expressions of people you are studying
- ✓ Conduct the research in the natural context of the topic
- ✓ Start the interview with a general description of the goal of the study
- ✓ Encourage people to share their thoughts and go about their business freely
- ✓ Avoid leading questions and questions that can be answered with only yes/no answers. Ask follow up questions
- ✓ Prepare an outline of the interview questions beforehand
- ✓ Snap photos of interesting things

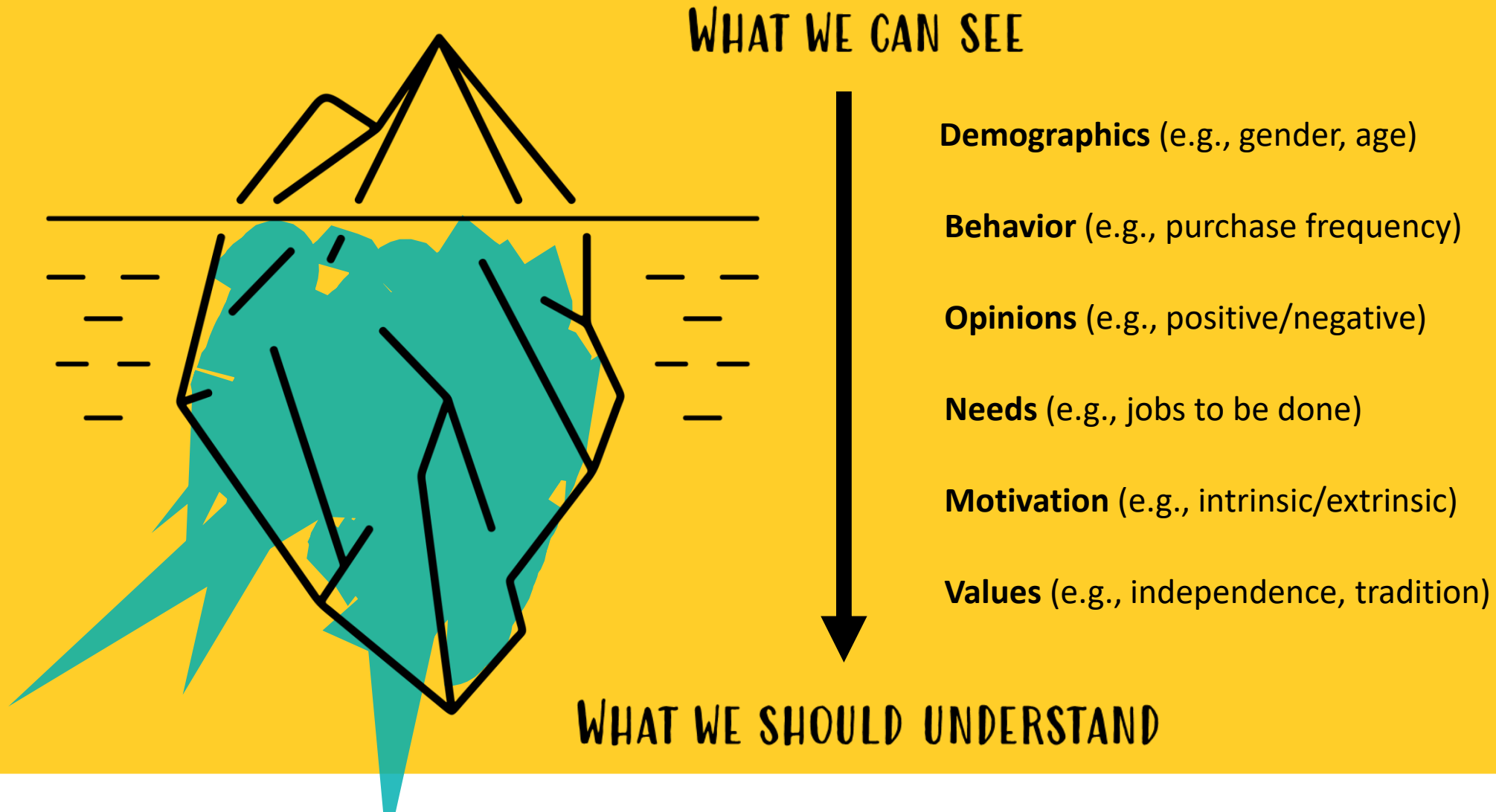
SURVEY



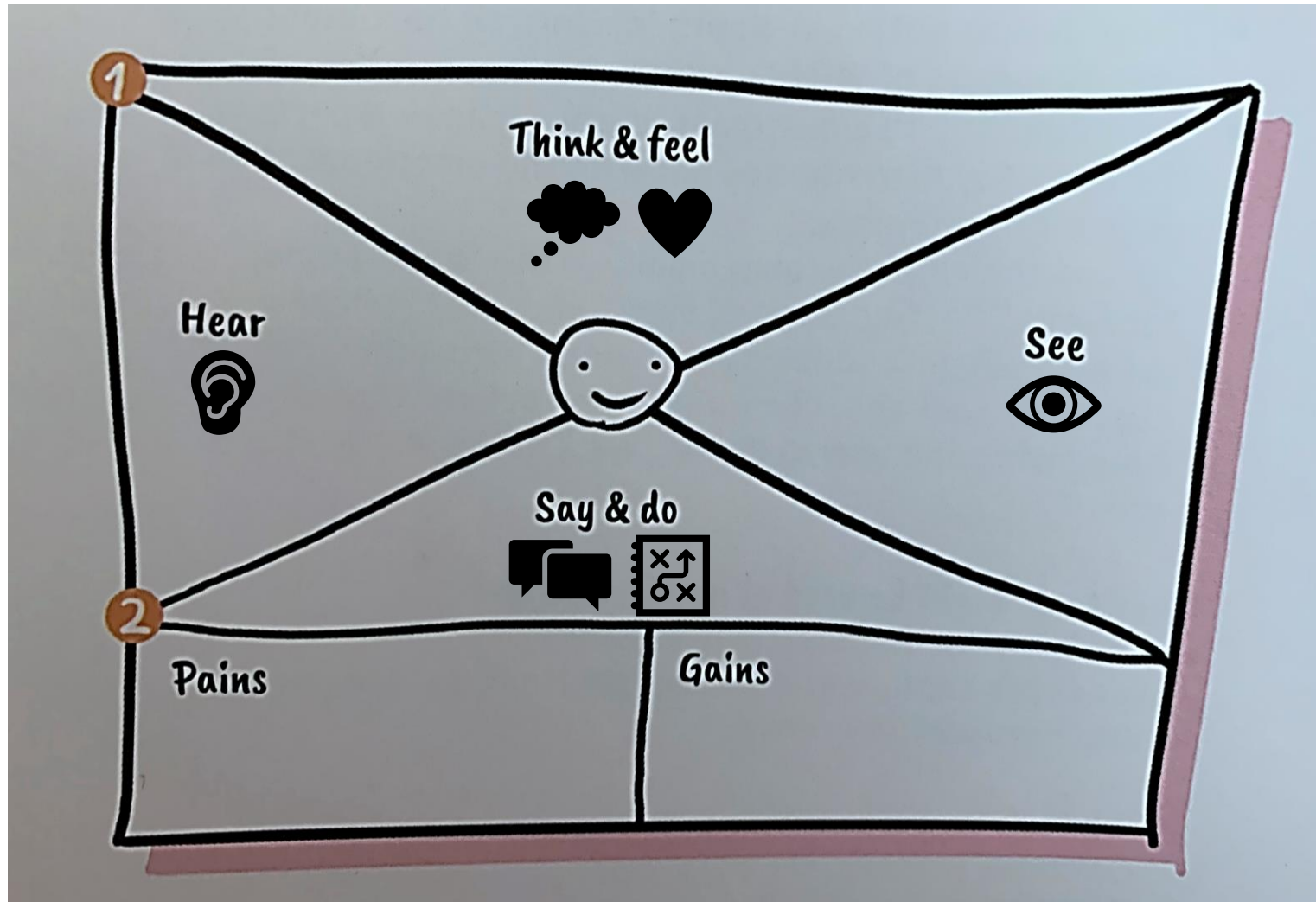
questionnaire

Question in the survey	Cluster			
	1	2	3	4
I want a car that is trendy.	3.97	6.51	4.50	4.02
I am fashion conscious.	1.97	6.51	3.56	3.77
I do not have the time to worry about car maintenance.	4.01	3.88	3.18	5.99
Basic transportation is all I need.	4.08	4.03	1.50	6.22
Small cars are not prestigious.	1.76	4.01	3.94	6.02
I want a car that is easy to handle.	3.95	3.76	3.84	5.71
The car I buy must be able to handle long motorway journeys.	4.99	1.51	6.47	3.98
I want the most equipment I can get for my money.	6.08	3.92	6.56	4.17
I want a vehicle that is environmentally friendly.	6.93	3.91	3.84	3.92
I want a car that is nippy and zippy.	5.09	4.06	6.47	2.00
I prefer buying my next car from the same car manufacturer.	5.97	3.86	3.84	4.02
I wish there were stricter exhaust regulations.	6.00	3.99	4.28	4.22
One should not spend beyond ones means.	6.02	1.51	4.22	4.06
Good aerodynamics help fuel economy.	5.99	3.85	6.44	4.20
Buying a car on a lower interest rate does not interest me.	1.93	6.49	3.97	3.88
I want a car that drives well on country roads.	1.80	1.32	6.63	3.01
Small cars are for women.	2.05	3.92	4.19	4.17
A car is a fashion accessory to me.	2.12	5.92	4.06	4.11
City driving is my main concern.	4.19	4.08	3.34	6.05
Fuel economy comes at the expense of performance.	4.00	4.14	4.06	5.97
I want a practical car.	4.03	3.95	4.00	6.24
I prefer cars with high performance.	4.03	3.82	6.66	6.09
In today's world it is anti-social to drive big cars.	3.96	6.50	1.44	1.97
I want to buy a car that makes a statement about me.	3.83	6.51	4.38	2.00
A car is an extension of oneself.	3.99	6.44	4.06	3.92
I always want the latest style and design in a vehicle.	3.89	6.51	4.41	3.80
When it comes to cars my heart rules my head.	3.84	6.58	3.72	4.18
My car must have a very individual interior.	4.05	6.56	4.00	3.85
I have a relationship with my car.	4.13	1.44	6.38	3.95
Quality and reliability of products are my main concerns.	4.24	1.54	6.47	3.98

PERSONA / USER PROFILE



EMPATHY MAPS



1

1. WHAT DO CUSTOMERS SEE?

- What do they see in the marketplace?
- What do they see in their immediate environment?
- What are they watching and reading?

2. WHAT DO CUSTOMERS HEAR?

- What are they hearing from friends? colleagues? family?
- Who influences them?

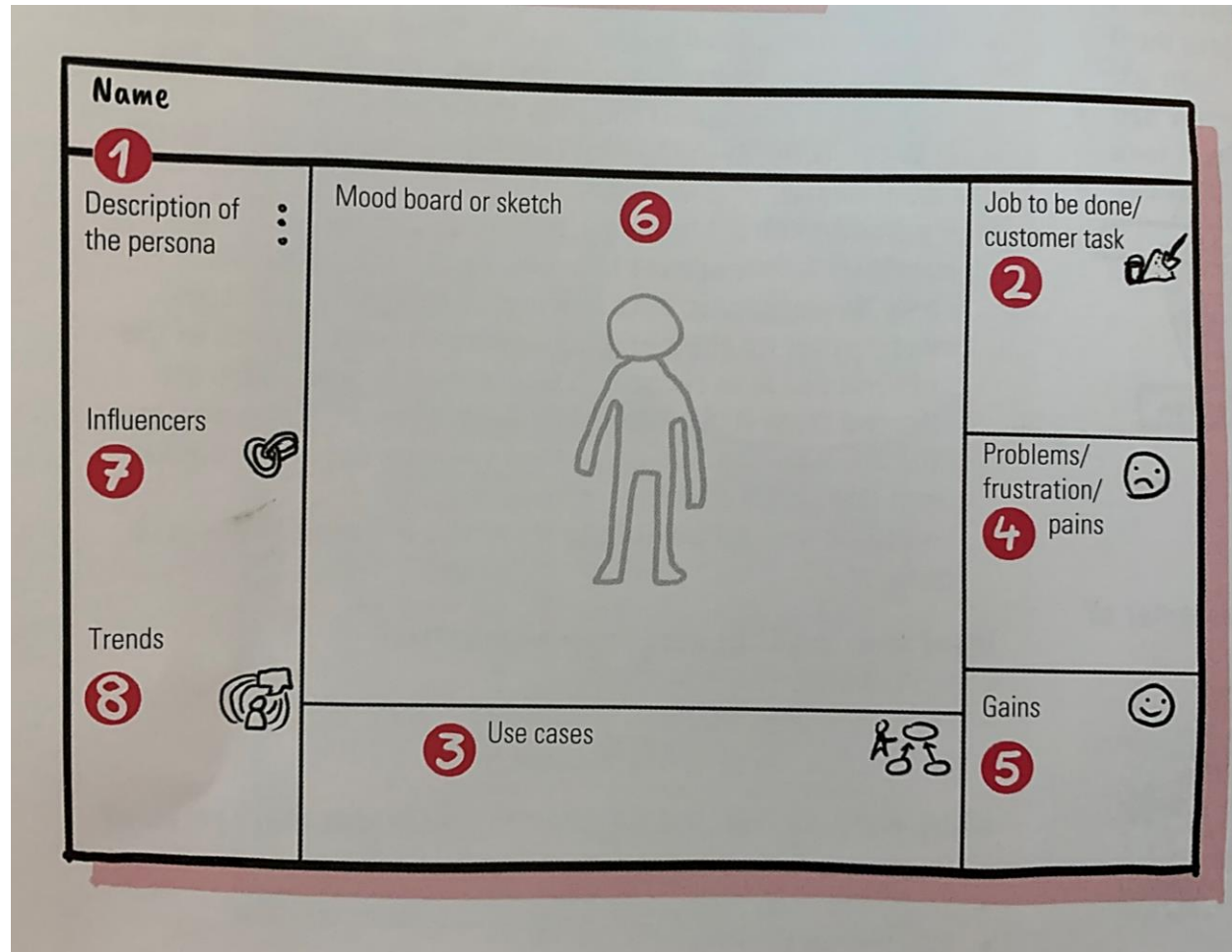
3. WHAT DO CUSTOMERS THINK & FEEL?

- What emotions drive them?
- What do they think? What does that say about their attitudes?

4. WHAT DO CUSTOMERS SAY & DO?

- What have we heard them say / could imagine them say?
- What kind of behavior can we assume?

AN EXAMPLE OF A PERSONA TEMPLATE



- 1 Describe the fictitious character.
- 2 Which tasks are supported by the product?
- 3 Describe all use cases in the context of the problem
- 4 What are the difficulties, frustrations, problems?
- 5 What makes the user happy?
- 6 Do a moodboard or a sketch that visualizes the customer
- 7 Who are the influencers?
- 8 What are the driving forces and trends (in future)?

THE STORY OF SPOTIFY PERSONAS

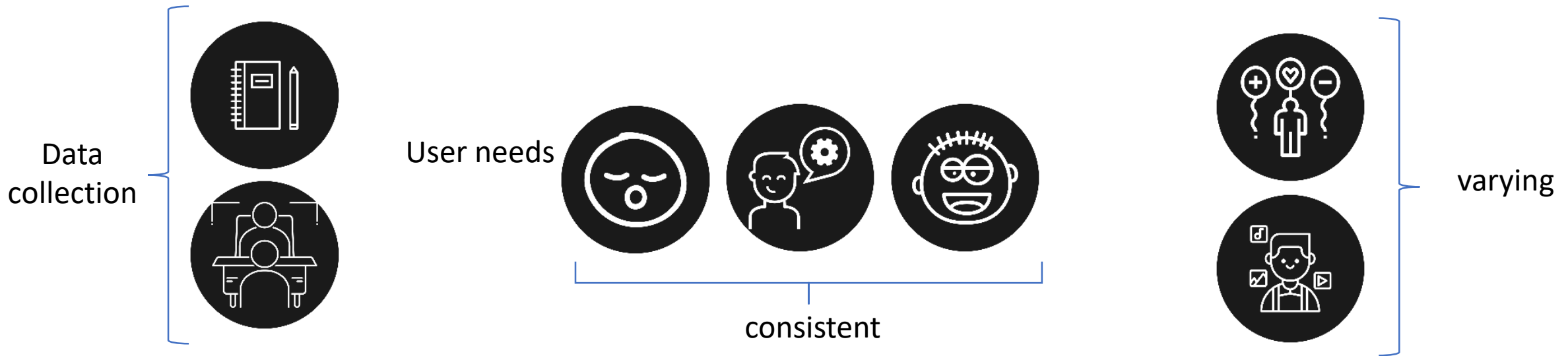


WHO WE'RE DESIGNING FOR?

EVERYONE?

THE STORY OF SPOTIFY PERSONAS

- in 2017, our team was challenged to create a better understanding of existing and potential listeners
- the general idea is that capturing and clustering the needs, goals, habits, and attitudes of existing and potential users helps to build a solid understanding of the problem space.



THE STORY OF SPOTIFY PERSONAS



THE STORY OF SPOTIFY PERSONAS



the personas cardboard cutouts

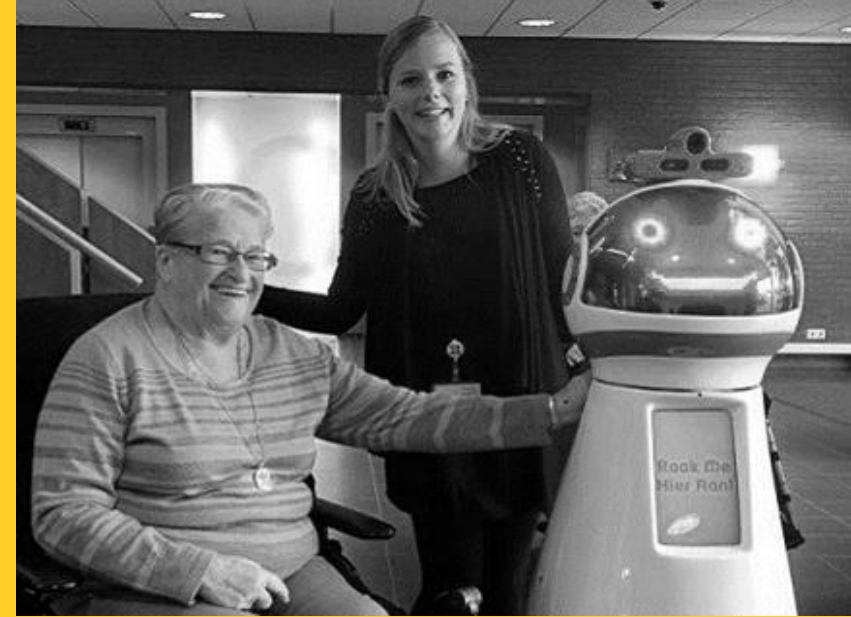


card game

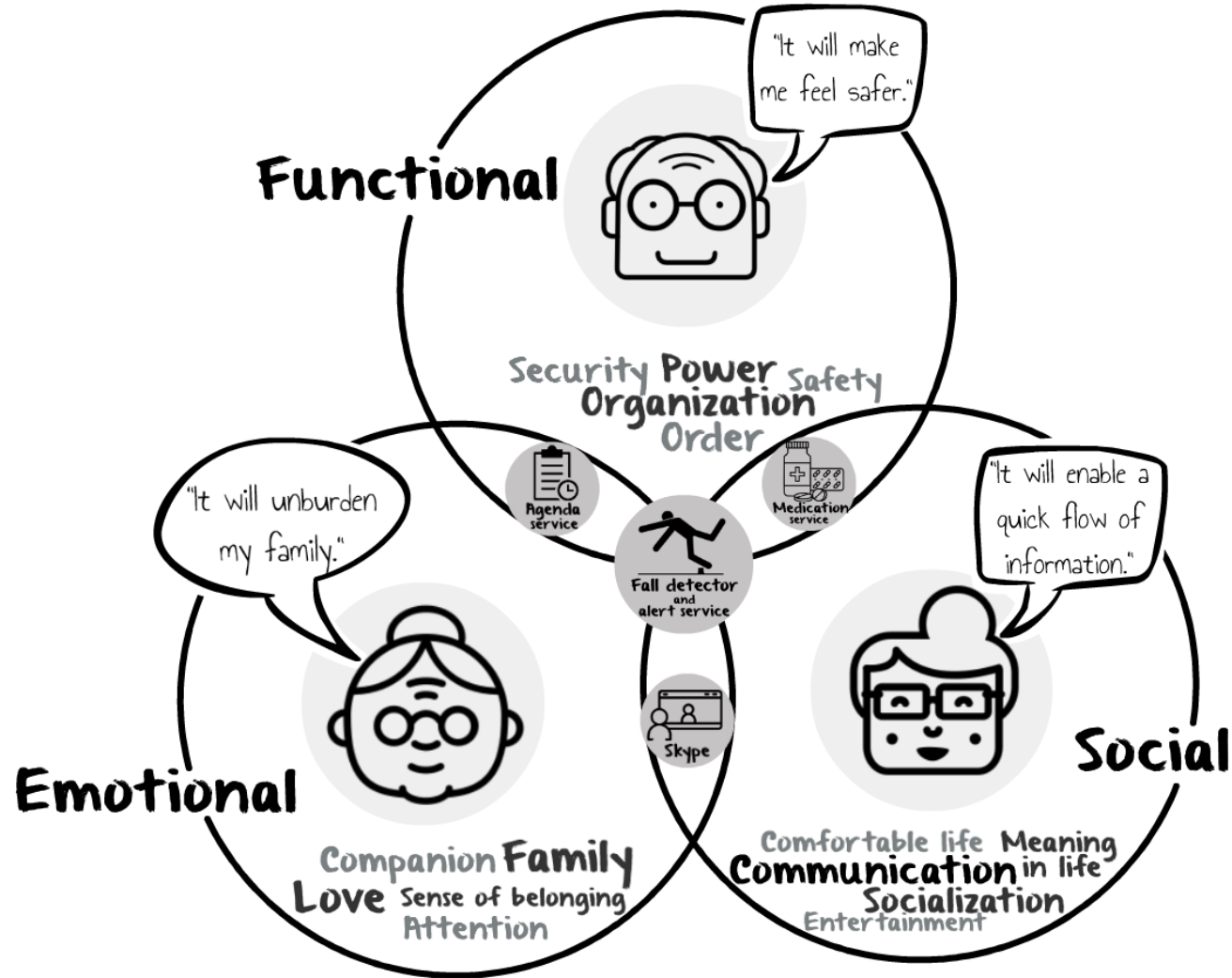


workshops

ELDERLY CARE



PERSONAS – ELDERLY PEOPLE



LET'S START BUILDING
PERSONAS FOR YOUR
PRODUCTS



Together with your team, fill out a persona canvas for your product

- Use a template of your own choice
- Prepare a short presentation to share with the rest of the class [5min]

HOMEWORK ASSIGNMENT



- As a team, interview real users of a product similar to yours, and build a persona based on them. Each team member should conduct one interview.
- Were the assumptions you made in your earlier persona correct?
- For the next class, prepare a 5 minute presentation in which you outline what you learned based on a real user interview. Compare and contrast your assumptions vs. real user data.