

# User Persona Information

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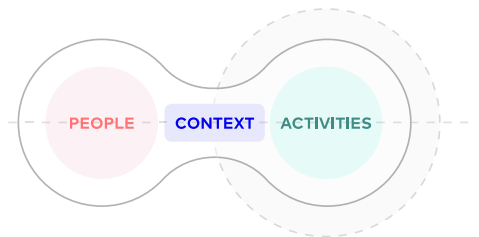
*“A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design.”*

Kim Goodwin, VP of Product & User Experience at PatientsLikeMe

*“It’s all about People, their Activities, and the Context of those activities.”*

Stephen P. Anderson, Head of Design, Innovation Garage at Capital One

Credit: Stephen P. Anderson



## // What we need to know

### PEOPLE

Personal history

Mood

Culture

Education

### CONTEXT

Location

Distractions

Devices

Relationships:  
people to things,  
people to people

### ACTIVITIES

What is the user trying to accomplish?

When might they interact with it?

What tasks must the user complete to accomplish their goals?

Are there any pain points in the current ways they go about these tasks?

## // Questions to ask

### WHO ARE OUR USERS?

Demographics?

Prior knowledge of our content?

Culture?

Education level?

### WHAT ARE THEIR HABITS?

Do they use social networks?

What sites and products do they use?

What are their relationships with people? With other products?

### WHERE ARE THEY ACCESSING?

At work? At home?

In a public setting?

In the car or on the road?

Are they distracted?

### WHEN ARE THEY ENGAGING?

Morning or evening?

Routinely or occasionally?

During a crisis or other extraordinary time?

### HOW ARE THEY ACCESSING?

Desktop, tablet, mobile or other device?

Broadband or slow connection?

Proxy server or firewall?

# User Persona Examples

## Healthcare user persona

AUDIENCE PERSONAS

### Alice

Caregiver

AGE 41    LOOKING FOR: Care for Children + Husband + Parents + Self

DEVICE USE:

AVAILABILITY: SHORT ON TIME    HAS TIME TO SPEND

LOCATION: WILLIAMSPORT, PA

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**DESCRIPTION**

As a woman caring for aging parents in addition to her children, Alice is looking for a place that offers a continuum of care. She needs a health expert she can trust with the well-being of her whole family. She will depend on her health care team for empathy and support, as well as excellence. Since she doesn't have much time on her hands, she would benefit from local care where she can find services for everyone, including herself.

**PRIORITIES**

- Doctor Quality
- Locality
- Community Engagement
- Top-of-the-line Facilities

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**USER GOALS & NEEDS**

1. Looking for lowest price
2. Find information on specific services like Home Health or Pediatrics
3. Find a doctor based on health requirements and proximity to home
4. Location information, such as parking and directions
5. Find out what types of insurance are accepted
6. Ability to quickly schedule an appointment
7. A place to easily pay a bill online

**CHALLENGES**

1. She wants a simplified approach to health care, but a hospital might feel too big or difficult to access.
2. She needs a quick and convenient appointment time.
3. She is searching for access to reliable information and care.
4. She doesn't want to be treated like a number.

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## Non-Healthcare user persona

**ERIN**    Age: 30  
Kindergarten Teacher  
Married, No Children  
Jersey City, NJ

**DILIGENT BUT FRUSTRATED RECYCLER**

Will go the extra mile to recycle. Tension between recycling aspirations & the reality of daily life.

**SUMMARY**

Erin was taught by her parents to recycle at an early age. As a child, her family consumed lots of soda. Her father would crush the cans, take the kids to the recycling center and get paid in \$2 bills. Her father made the act of recycling fun and a bit like an adventure. Her husband is a vegetarian who consumes lots of compostable material but cannot compost since they live in an apartment with no access to a backyard. Numerous times, they tried to donate the material to local gardening groups but had to give up when no one would get back to them. She admits that she is lazy and uses Fresh Direct to save her walking up four floors with groceries. She feels somewhat guilty, since the service produces lots of packaging waste, although she does recycle this.

**FRUSTRATIONS**

- Cannot compost in urban environment
- Collects batteries and doesn't know what to do with them
- Would like to recycle different items but doesn't know how
- Uses reusable bags but sometimes forgets to bring them with her

**NEEDS**

- Would like to find recycling options for items not picked up by her local town
- Reliable place to learn more about recycling rules
- To see that her individual effort is making a difference



# User Persona 1

## Worksheet

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Use one sheet for each persona.

TIME TO COMPLETE  
**10 min**

**Name, Lifestyle + Demographic Details**

**Scenarios/Experiences + Frustrations**

**Behaviors, Habits + Beliefs**

**Needs + Goals**



# User Persona 2

## Worksheet

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Use one sheet for each persona.

TIME TO COMPLETE  
**10 min**

**Name, Lifestyle + Demographic Details**

**Scenarios/Experiences + Frustrations**

**Behaviors, Habits + Beliefs**

**Needs + Goals**