



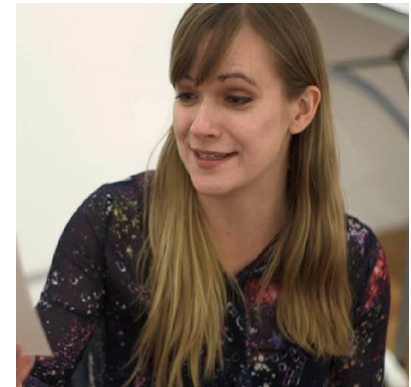
# User Experience: The Ultimate Guide to Usability

Examples of student work: Personas

# Kendra

— — —

- 24 years old
- Single
- Lives in NYC
- Nanny, aspiring writer/comedian



Primary

Kendra is an aspiring writer who enjoys staying in touch with current events, and local happenings. She comments on current events primarily through Twitter, Facebook, and various commentary that she write. She regularly contributes to both satirical news websites, and “buzzy” topical news websites. Kendra values having a truthful voice that is accurate to her individual experience, and sees the value in news coming from average citizens, rather than traditional journalists.

## Quote:









A crowd sourced newspaper “... sounds more likely to have original pieces and not just trending content.”

## Key goals...

- Communicate opinions truthfully and accurately.
- Committed to personal responsibility (research on topics).
- Offer a variety of content to serve a unique audience.

# Digital Postcard Personas



<b>Primary</b> 		<b>Secondary</b> 
<b>Hillary</b> 35, Graphic Designer <b>Goal: Add my flair, show them I care.</b>		<b>Jay</b> 29, Tech Manager <b>Goal: Have fun. Get it Done</b>
<i>"I take the time to find the right card, to show my family/friends I'm thinking about them."</i>		<i>"I'm too busy enjoying my vacation to send a postcard, unless it's super easy"</i>
Will make time to hunt for the right card, and write a thoughtful message. She doesn't mind the extra step to bring stamps along or find a post office.		Will put minimal time and energy into the process of finding a card and writing the message. And don't expect him to visit lots of places to find a stamp!
It's one small way for her to show them she cares.		No deep sentiments here, just need to "check the box" and send a hello.
Will visit a few shops to find the right card with an artistic shot and nice cardstock.		The basic tourist scene will do.
She takes some time to write a personal note and convey feeling.		Not a huge effort into message. Just a few lines to let them know what he's up to.

# FIND MY PET PERSONAS



## Primary Persona



*"My dog is a part of my family"*

### **Bianka Payne**

Age: 27  
Job: part time Sales Representative  
In a relationship, living with her parents  
Owns a poodle named Chup.

Bianka is very attached to her dog and so is the rest of her family. She takes great care of it and takes it where ever she goes. Sometimes she let Chup wander around in the yard. One day Chup disappeared. Bianka got panicked and the entire family was recruited to search around the neighborhood. She also informed the veterinary services and they marked the dog as missing. After two days of searching they hung up posters in a few central billboards in the neighborhood and she also posted on Facebook. a few months later Chup was found by a vet who was checking his microchip (he noticed the dog was reported as missing). Apparently someone stole the dog and sold it to a pet store who sold it to another family. Bianka's family paid the new owners and got the dog back.

#### MAIN GOALS:

- ⚡ Wants to be informed the moment her dog is leaving the yard area
- ⚡ Need to inform her entire family if the dog is missing
- ⚡ Wishes she could search the neighborhood as fast and effectively as she can
- ⚡ Want to change the dog's registered status as missing immediately
- ⚡ Wishes to know if the dog enters a pet store or a vet clinic
- ⚡ Want to post on Facebook to people near by
- ⚡ Would like to inform all related professionals in the area (like vets, pet store owners, trainers...)



*"My dog is my best friend"*

### **Jacob Blake**

Age: 14  
Junior high student  
Living with his mother and 2 sisters  
Got a puppy on his birthday and names him Conan

Jacob loves having Conan. He plays with it and takes care of it. One day they were playing in the yard and Conan began running fast. Jacob lost it and couldn't find it. He was worried about Conan not being able to find his way home since Conan was still a puppy. He also worried his mother will be angry of him. Jacob felt restless started looking for Conan around the neighborhood while calling his name out loud. Jacob spent about 3 hours trying to find his beloved pet until he did. Conan heard his voice and ran to Jacobs arms. Jacob is willing to do whatever it takes to keep his best friend safe, and if there is a solution that costs money he is not sure his mom will spend the money but he will definitely try to convince her to do so.

#### MAIN GOALS:

- ⚡ Want to find his pet on his own (without his mother knowing about it)
- ⚡ wishes he could search the neighborhood as fast and effectively as he can
- ⚡ Want to know if his pet is close enough to hear him calling it



*"My cat adds a nice touch to my house"*

### **Gretchen Warren**

Age: 34  
Job: account manager  
Married + 1  
Owned a cat named Cutter  
Owns a cat named Dezray

Gretchen is a very devoted mother. She lives in the city with a family and ones a cat. Sometimes Cutter goes outside when they open the door or through the kitchen window but it always comes back. One Saturday morning Gretchen's husband took their son to the playground and Cutter took the chance to sneak outside, only this time he didn't return for a long time. They tried to call him outside their yard but he didn't show up. The next day they tried to call him also from the neighbors' yards but still nothing happened. Gretchen didn't worry too much, she tried to call him again in the next few days before going to work. She figured out he got lost or hit by a car. Cutter was never found and Gretchen has a new cat named Dezray. She cares a lot about the cat but she wouldn't stop her busy life trying to find it if it will get lost

#### MAIN GOALS:

- ⚡ Want to find her cat without spending a lot of time
- ⚡ Want to find her cat without much effort
- ⚡ Wishes she could keep her cat away from the road

## Personas for 'Find My Pet' Product



### **Primary** **Joanne P.**

*"When Sammy get out of the yard, it's a nuisance to take the time to find her. But I have to."*

- 37 years old
- Single woman
- Lives in suburb of Boston, MA
- Works as an accountant in a large firm
- Owns a 2-year-old named Sammy

Joanne works a lot of hours and Sammy needs to be able to get outside. She had a doggy-door installed. But Sammy is too interested in what is beyond the fence, so she digs and gets out sometimes. Joanne has searched using her car and walking, and has recruited friends and neighbors. She has even hung posters when the time stretched out. She also had a microchip implanted in Sammy, but that hasn't been effective at all.

#### **Needs/Goals**

- Monitor Sammy's location
- Discover when she escapes immediately
- Locate her quickly



### **Secondary** **Curt J.**

*"Troy is not really the terror that my neighbors think he is. But he's not that friendly to them either."*

- 24 years old
- Single male
- Lives in rural neighborhood
- Works as a Chef in an upscale restaurant
- Owns a Boxer named Troy

Some people assume Troy is an aggressive dog and tend to be afraid of him. So keeping him contained is important to Curt. He works long and late hours. He keeps Troy outside on a runner with a nice doghouse and has installed an underground electric fence. But Troy breaks the runner and the fence malfunctions. He has had Troy for over 5 years, got him as a puppy, and wouldn't want to be without him.

#### **Needs/Goals**

- Better confinement
- Locate Troy quickly
- Utilize a friend to help while he works without burdening him/her



### **Sheri A.**

*"Jewel is my life! If she were taken I wouldn't know what to do!"*

- 76-year-old woman
- Owns a Ragdoll cat named Jewel
- Lives in a nice apartment in Boston
- Is retired
- Has a smart phone and laptop to keep in touch with her 4 children and 9 grandchildren

Sheri has a friend who lives in the same building who had her cat stolen a year ago. Since then Sheri has had surveillance cameras installed in her apartment which can send a signal to her smart phone if there is an intruder. She occasionally has friends and acquaintances over.

#### **Needs/Goals**

- Sheri need assurance of Jewel's safety
- She need the satisfaction of having a method of finding Jewel if she is taken

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# FIND MY PET APP

USER RESEARCH ANALYSIS: PERSONAS



PRIMARY

## KIM JOHNSON

Freelance Graphic Designer  
28 years old  
Lives in the city  
Married, 1 child, 1 dog

*"As a new mom, I try to be diligent about keeping my dog leashed and trained when we go out for walks. Living next to a major, high-traffic road can be scary for runaway pets."*

Kim lives in the city and is a mom to a 7-month old baby girl. She is also a mom to a high-energy 10-year-old jack russell terrier who terrorizes squirrels and other critters when they go out for walks. Prior to giving birth to her baby, her dog ran away and she immediately searched the neighborhood and posted his photo on a community Facebook page. He was found less than an hour later by another pet owner a few blocks away. She can't imagine being able to search her neighborhood right away if her dog takes off while she's with her baby. Kim's dog has a microchip but is concerned that anyone who may find her dog are not aware of how it works.

### Kim's Goals

- Wants to pay it forward; She wants to be notified immediately of missing/found neighborhood pets so she can help when possible.
- Wants to be able to locate her dog as soon as possible, especially in an urban/high traffic neighborhood.
- Wants to use the device on occasion for her daughter.

### Technical background

- Owns an iPhone, Apple watch and laptop
- Frequent Facebook, Instagram, Google, Email, Messages, BabyCenter, Amazon, Pinterest, Camera



SECONDARY

## ALEX JETSON

PR Manager  
46 years old  
Lives in the suburbs  
In a relationship but lives alone, 2 dogs

*"I never had to worry about my dogs running around my fenced yard until I accidentally left the fence gate opened. Try finding two high-energy labradors around the neighborhood at night."*

Alex is a busy professional who has two labradors. Since he has a big yard for them to run around in, he only takes them out for long walks on the weekends when he's off from work. His dogs ran around the yard with no leash or tags. One evening, his dogs ran out of his yard through an open gate without him realizing for about 15 minutes. He had to search for them around the neighborhood on his own for several hours. A frustrating and stressful situation. The following week, he had them microchipped and are always wearing tags.

### Alex's Goals

- Wants an easy-to-use tracker that will quickly alert him if his dogs are outside a certain perimeter.
- Wants an immediate way to connect and reach out to pet owners in the area to help locate his missing dogs.
- Wants to know the most efficient way to find missing pets as soon as possible. Clues to where they've been would be essential in finding them as soon as possible. Time is key.

### Technical background

- Owns an iPhone, iPad, laptop
- Frequent Safari, CNN, Email, Spotify, Phone, Messages, Twitter, Google, Facebook



## SANDRA WINDSOR

Office Manager  
62 years old  
Lives in the city  
Married, 2 adult children,  
lives with husband and 1 cat

*"I've had many pets in my life and I've protected them (and will continue to do so) just as much as I protect my own children."*

Sandra had 3 small dogs in the past who passed away due to old age. She has 1 cat who is independent and loves to play with her neighbor's kids. She lives on the ground level of an apartment building. Sometimes, she worries that the neighbor's kids might accidentally let him out of her apartment unit by accident. She also worries about him being cat-napped or attacked by other animals if he really gets out of the apartment building.

### Sandra's Goals

- Wants an easy-to-use tracker that's reliable that can sync with her new iPhone.
- Wants an easy and fast way to create "Missing Pets" flyers/posters
- Wants to immediately contact anyone in her community who may be able to help search for her missing cat.

### Technical background

- Owns a new iPhone (gift from daughter) that she's still getting used to using; has a desktop computer for web surfing.
- Frequent Phone, Camera, Photos, Google

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## Carolina, Primary Persona

I adore my cats and I want them happy and safe

**Profile:** 35 years old, lives very close to Milan, but in a nice residential area. Engaged with Giorgio (bar owner, same age) but living on her own, no kids.



Carolina works as a consultant in the water treatment field. She's got a good balance between a good job and her private life.

She's got 3 cats she adores, and she considers them almost as her kids. Her cats go around alone, even if they usually stay in the surroundings. The area is relatively quiet but you can never know...

She has never lost a cat, but a friend lost hers, and was devastated. Carolina tried to help her via Facebook, Whatsapp, friends and acquaintances, but with no results. Maybe the cat had been killed or catnapped.

Carolina was very sorry for her friend, and she is worried that the same can happen to her cats. They know the way home, but she's afraid they can be run over by a car or get attacked by other animals or evil people, or stolen. They are chipped but the microchip doesn't locate the animal: it requires someone kind finding the cat and taking it to a vet or pets shelter for identification. And many people think only dogs have to be chipped, so the probably won't do it.

She would be definitely interested in something that could locate the pet, not only if it gets lost, but above all if it gets hurt or captured, and cannot come home on its own.

**Tech savviness:** Carolina is fairly tech-savvy and she's been using computers since school time. She uses a laptop as a support in her job, and at home for internet search, Facebook and activities such as archiving pics, archiving and managing files...

She can easily use and learn new devices, she has an iPhone, an iPad, a GPS in her car, a device to measure her sport performances and track her path when she goes running....

### Carolina's Goals

Being always able to precisely locate the cats, knowing whether they are ok or whether they need help, and get timely and clear directions to reach them in case.

# Anna

Pet Owner



Age: 31  
Education: College Graduate  
Gender: Female  
Income: \$40,000.00 / yr  
Status: Married  
Location: Atlanta, GA

“I just want to make sure if my dog ever gets away I can find them quickly and get them home safe.”

Anna is an everyday middle class pet lover with some degree of disposable income which she spends on her dog "Willy". She lives in the suburbs of Atlanta, after moving from the inner city to start a family. Anna's dog Willy ran away once when he was younger and she was devastated, fearing the worst because of the traffic in her area. She was able to access her community on Facebook and learned that Willy was right down the road. Willy was back at home in less than a few hours. It would have been sooner if she was able to access a GPS device.

## GOALS

- Peace of mind
- Making sure Willy is protected
- The ability to quickly find her dog if he does escape

## TECH LVL

- Uses social media often
- Fairly good with apps like Facebook and Pintrist
- Uses google maps often

# Mark

Rescue Coordinator



Age: 45  
Education: College Graduate  
Gender: Female  
Income: \$60,000.00 / yr  
Status: Married  
Location: Atlanta, GA

“Many times, owners are suprised that when they find their dogs, they are scared and won't even come to them.”

Mark donates a lot of his time to various rescues in his area. He has dealt with many abused cases in which the animals that helps are very scared and in "Survival Mode". These particular cases make them extremely difficult to catch if they manage to get away from their foster or rescue personnel. In one instance, he has been trying to catch a run-away for over a year. These dogs will not come to anyone, and are leary of every smell and noise. Any kind of tracking device would need to be long lasting, and financially feasible since rescues are on fixed budgets.

## GOALS

- Finding a lost and scared dog quickly
- Understanding the dog and its behaviours.
- Showing patience when trying to capture the dog.

## TECH LVL

- Uses his iphone on occasion but not overly so.
- Understand Facebook but does not use it much.
- Knows how to use maps

## Personas



**Name:** Danielle Johnston (primary persona)

**Quote:** “I couldn’t bear to lose Muppet, he’s a part of the family”

**Position:** Accountant at KPMG

Danielle and her husband are young professionals living in a townhouse in the inner city. They do not have any children, but they have a much beloved maltese dog, Muppet. They both work long hours and Danielle feels guilty about leaving him at home alone all day long. She tries to make up for this by lavishing attention on him – she buys gourmet dog food, takes him regularly to the groomers, and spoils him with toys and treats. They are often spotted together at the shops or the local café, and she even takes Muppet with her on holidays.

Danielle has purchased a collar and tag with ID, and usually keeps Muppet on leash when he is outdoors, but she worries that given the chance, he might wander off and be unable to find his way home (unfortunately he is not the most intelligent dog). Even worse, there is a busy main road at the end of their street, so there is a risk he could be hit by a car. Just the thought of this makes Danielle feel ill, it would be like losing a member of her family.

Danielle is tech-savvy, and uses her iPhone to organise many different facets of her personal and professional life. She also has a work laptop computer which she brings home with her each night.

### Goals:

- Wants peace of mind knowing that Muppet can be quickly and reliably found if he becomes lost.

# 1. Personas

Primary Persona



- 64 Years old
- Retired
- Married
- Two Children
- One dog: "Teddy"

## Nora Collins

*"My dog is a member of the family"*

Nora is newly retired after working as a medical secretary for many years. Her two children are now working and living in some big cities with their partners. Nora and her husband, George, have had many cats and dogs as pets over the years. Like any other pets they previously had, their current dog, Teddy, is considered as a member of the family. Loosing him would be absolutely catastrophic. Nora has spent a lot of time and money to train her dog to behave properly. Teddy has a microchip and Nora usually walks him on a leash, however once he ran away.. According to Nora, "Time is your enemy" as when it happened she was trying to look for him everywhere, alerting people then the local police. Thankfully, someone who knew she was looking for the dog returned it back.

### Needs & Goals:

- Locating (tracking) her dog
- Alerting people / Local police
- Going towards my pet as fast as possible
- Nora needs something fast and easy to use. She is not an expert in technology.

Please note: I defined Nora Collins as my primary personas, as I consider that not only she has a need but also if she can use the FMP App, then everyone can.

Image courtesy of admr at Ambro

## CREATION OF PERSONAS

### Persona 1: Thomas



Context: Thomas is a 32 year old married with children. As an Account Manager who is very busy at weekdays, he reserves Saturday early afternoon for going to the supermarket, taking his kid with him.

Quotation: *“Doing groceries for the week with a little kid is impossible without a list, as I have to make sure I don’t forget anything.”*

Having a busy job and a little kid to take care of, Thomas has a lot on his mind. His wife draws up a list of groceries which gladly assists Thomas in not forgetting anything critical from the supermarket. If they have any coupons for products on the list, he will take them with him and use them.

While shopping, he keeps an eye on his child, sometimes crying for attention and distracting him from his job. Thomas sometimes buys things that are not on the list, to keep his child happy or because they are in discount. It regularly occurs that Thomas notices at the checkout that he has forgotten something mentioned on the list, having to go back.

As spare time is precious to him, Thomas hates long check-out lines.

#### Thomas’ key goals:

- Making sure he gets all the groceries needed to get through the work week
- Keeping his little child calm and happy
- Spending as much of his spare time as possible with his family and not in the supermarket

### Personas – Primary



#### JULIE

Engineer  
47 years old  
Married

#### Background:

Julie lives in the suburbs and has two grocery stores within a couple miles; however, she prefers the one slightly farther away because she believes they have better prices. With coupons in hand, she'll head out for a trip she expects to take anywhere from 30 to 60 minutes. Trolleys are usually a necessity as she shops for a week's worth of meals, but getting a longer, deep trolley or a short, double-stacked trolley varies by anticipated item sizes.

Since her last visit to the grocery store, she and her partner have been randomly writing down items they need on a long Post-It note on the side of their fridge. Although, most of their shopping list contains generic types of items like "meat" and "vegetables" because she prefers to make up meal plans in her head as she shops. Only every now and then will she bring a recipe's specific list of ingredients with her or look one up on her phone based on the items she's already added to her trolley.

#### Needs / Goals:

- Needs to get enough groceries to last for roughly a week's worth of meals
- Wants to save money so will bring coupons with her to the store
- Wants to find everything from her randomly organized list, but doesn't want the trip to take over an hour or wait in long lines
- Wants to find food that she can use in variety of potential recipes she has in mind for the week, so she expects to browse a little

*"I can never remember where to find diet lemonade. It's either in the soda aisle, where I think I found it last time, or it's in the juice aisle. Or was it near the OJ?"*

### PERSONAS



#### PRIMARY

#### SOFIA ECHEVERRÍA

Customer Service

45 years old

Lives with her mother outside the city

Single, no kids

*"I like to shop on my local supermarket because I know where the products are. No wasting time when I have to buy any product. Need to be patient with long lines at checkout".*

Sofia works and study on weekends. As a very busy woman her schedule is very tight so she has no time to waste on the supermarket. She goes to the supermarket three times a month. As she lives outside the city, Sofia use a shopping list. She likes to use the local supermarket coupons to save some money.

#### Sofia's goals

- Time is key, wants to locate easily offers, new products and all the products in her shopping list.
- If she has to go to an unknown supermarket, wishes to have a digital map to find her products quickly and easily.
- Need a quick checkout. Hoping to have a device that scan every product she puts on her trolley, calculate the total amount and pay quickly.

#### Technical background

- Has a Samsung Galaxy S3 mini, a laptop and a desktop.
- Use local supermarket app
- Use Facebook, Instagram, Gmail, specialized software for her job.

WENDY VIVERO - UX ARCHITECT

## Primary Persona



### FACTS:

#### **Bunmi Okoye**

32 years old Accountant, Married.

Mother of two children who manages a home of 8 people.  
(Husband, two children, Nanny, Granny, and two security guards).

She earns ₦200K monthly and lives in Abuja, Nigeria.

### Narrative:

Bunmi is a busy mum that has a regular need to shop for her family needs. This she has broken into one heavy shopping every month and other minor ones as the need arises. Having young children to care for, she often shops with them.

She:

- Goes to Store with a list of her household/personal needs (list can be

memorized, written on paper or in a mobile App)

- Locates these items in the store by searching through labels on the shelves in different section/departments
- Uses Trolley (one or more) while shopping to carry her items more conveniently

She may call home for help to remember what's needed if she forgets, call friends when she needs help in locating items in the local. Also, she requests for assistance from the store staff when she can't locate specific thing she believes is in the store or new to that particular store.

She shops in the morning hours or weekdays rather than evening hours and weekends to avoid delays in checking out from the store.

She reads store handbooks or local publications to hunt for coupons or sales promo

### Goals:

- Wants to satisfy her household/personal needs
- Wants to spend more time with her children
- Wants to cut cost running her family
- To be the best wife to her husband and best mum to her kids.