

# Intro to personas

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# UX is about satisfying the cat

Personas are a way of understanding the cat



# Actor inhabits a character, does not play herself

Likewise, designers design for personas, not for themselves





# Case study

Parking garage

Illustrates how personas differ from marketing segments, etc.



## Every demographic

Young Old

Rich Poor

Educated Uneducated

Employed Unemployed

Blue collar White collar

Able Disabled, color blind

Hetero LGBTQ+

Republican Democrat

Introverted Extroverted

Upper class Lower class

Etc. Etc.



## Types of users (personas)

### Regulars

- Monthly pass
- Work/school nearby
- Public transit commuters

### Occasionals

- Local shoppers
- Nearby office visitors
- Theater, restaurant, date

### First-timers

- Out-of-towners on errands
- New to town
- Tourists



**This is where personas come into play:**

**Satisfying primary persona's  
needs & goals will satisfy others' too**

## **All similar needs & goals**

Park close to destination

Save money

Feel safe & secure

- Never wander around lost
- Not get mugged
- Car not broken into, stolen

Feel confident on foot

- Where are elevators, stairs?
- Where is bathroom?
- Where & how do I pay?
- Which way to destination?
- Way back to garage later?
- Where did I park?

## PARKING GARAGE

**Primary persona: Tourist (first timer)**



**Secondary persona: Regular parker**

- Monthly pass process
- Any special treatment they get

**Optional tertiary persona: Occasional parker**

- Fewer needs than tourist
- Probably unnecessary



Close to destination  
Save money



Not lost  
Feel confident



Cannery Row / Shopping  
Restaurants • Aquarium  
Theater

2F

NO  
PARKING

1248

RESTRICTED  
PARKING  
DESIGNATED  
VEHICLES  
ONLY  
EVERYDAY

RESTRICTED  
PARKING  
DESIGNATED  
VEHICLES  
ONLY  
EVERYDAY

2



Close to destination

Not wander around lost

Feel confident on foot

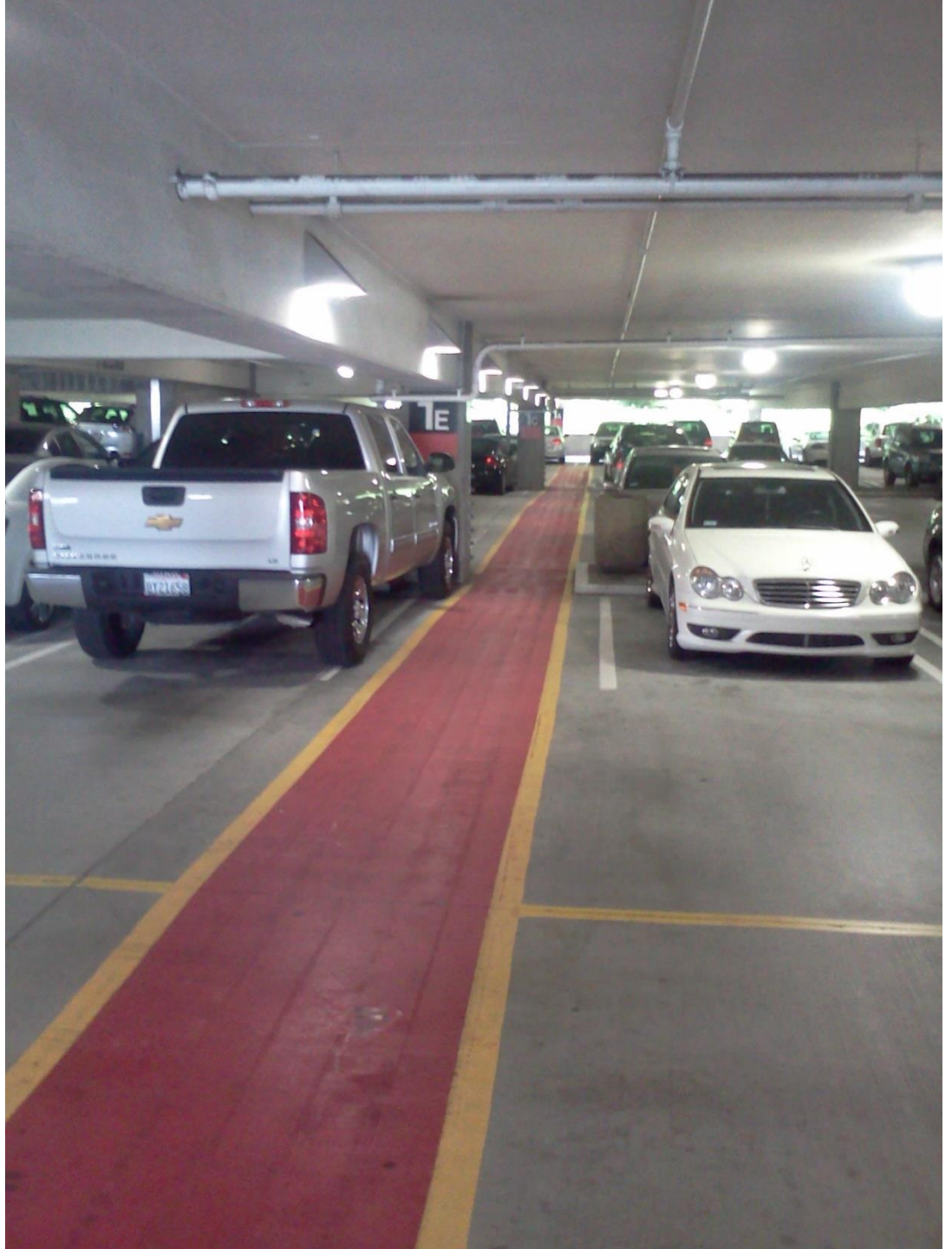
- Which way to destination?
- Where did I park?

Feel safe & secure

- Never wander around lost
- Not get mugged
- Car not broken into, stolen

Feel confident on foot

- Which way to destination?



Feel safe & secure

- Never wander around lost
- Not get mugged
- Car not broken into, stolen

Feel confident on foot

- Which way to destination?
- Where are elevators, stairs?



Remember  
You Are Parked On  
the 2nd Level

In Case of Fire  
Do Not Use Elevator  
Use Stairway

Aquarium

Cannery Row

Wave

You  
Are  
Here

Prescott

Hoffman

David

Irving



Close to destination  
Not wander lost  
Confident on foot

- Way to destination?
- Way back to garage?
- Where did I park?



Not wander around lost  
Where is bathroom?

## PARKING GARAGE

**Primary persona: Tourist (first timer)**



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## UPSHOT

# Satisfying primary persona's needs & goals incidentally satisfies others' too

Park close to destination

Save money

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- Never wander around lost
- Not get mugged
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Feel confident on foot

- Where are elevators, stairs?
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- Which way to destination?
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# 2 sample personas





EXAMPLE

# Darren, Traveler

“I got no time to  
learn any  
French”

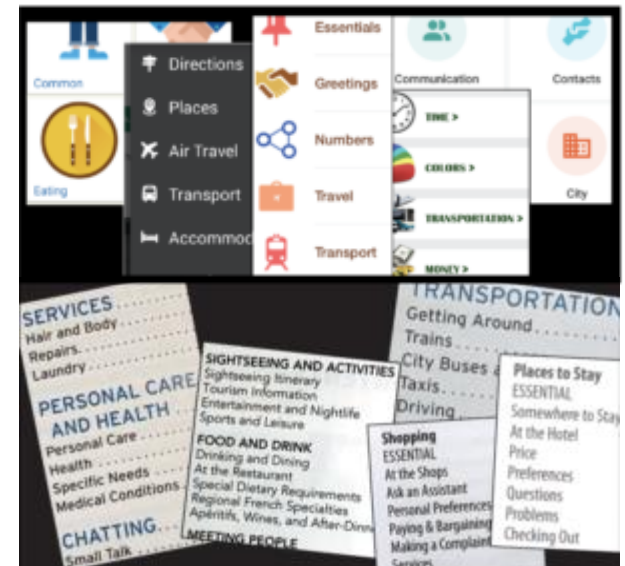


Downloaded app 20 minutes before boarding flight to Paris

Will visit France, Italy, Germany

Lost on streetcorner ¼ mile from station 14 minutes before train departs

Old-fashioned phrasebooks would not work for Darren (textbooks, sections)





## Needs simple glossary form:

Single alpha list

No sections

No lessons

Nothing to find, learn, or  
figure out

**faire** = faire – “fair”  
**mal à la gorge** = sore throat – “mah-ah la gorj”  
**mal à la tête** = headache – “mahl ah la têt”  
**man** = homme – “uhm”  
**manger** = food, eat – “mahn-jay”  
**manteau** = coat – “mahn-toe”  
**map** = plan – “plahn”  
**map of the area** = plan du quartier – “plahn doo tee-yay”  
**map: Show me on the map** = Me montrer sur le plan – “muh mahn-tray ser luh plahn”  
**map: Where are we on this map?** = Où sommes-nous sur cette carte? – “oo suhm noo ser kart”  
**March [month]** = mars – “mars”  
**marché** = market – “mar-shay”  
**marche** = step [stair], walk – “marsh”  
**mardi** = Tuesday – “mar-dee”  
**market** = marché – “mar-shay”  
**marron** = brown – “mah-roan”  
**mars** = March – “mars”  
**mask** = masque – “mahsk”  
**mask: Is a mask required?** = Le masque est-il obligatoire? – “luh mahsk est-il obligatoir?”



EXAMPLE

Pete,  
investor

“No surprises.”

# Primary investor: Pete



“No surprises.”

## GOALS

- Get the best ROI with the least nonsense
- Feel in charge of his money
- See how well his experiment with us pays off

- City planner in San Antonio, age 53
- Moves from state to state every few years
- Control freak accustomed to running the show
- Prides himself on his command of the details
- Studies past & analyzes present to plan future
- Persuaded only by verifiable facts & numbers
- Reads the fine print & double-checks the math
- Finely calibrated BS detector
- Gives anyone one chance -- one
- Expects clear, prompt answers w no razzmatazz

# Primary investor: Pete



“No surprises.”

## REQUIRES FROM SITE

### Assurances

- his money is in good hands
- we won't sell or share his info or get hacked
- see where he is in any process & what to expect
- no hard hit on credit score

### Control, flexibility, options

#### Ability to

- play around with "what if" experimentation
- customize tables (idiosyncratic filters, columns, multi-level sort)
- specify amount per fund
- specify % of total investment to each rating
- continue after moving to a different state

### Easy access to all the clear, simple info he wants

Overviews on surface, details one click away

See projected & actual returns, all places his money is in now, etc., visually

Be able to customize presentation of info

#### Generic info

- How each aspect of the process works
- Explanations & details about ratings on request
- Quick access to fund details
- Partners, IRA types, why we ask for SSN, etc.
- Phone number for customer service
- How to get his money out when the time comes



# Questions? Comments?

