COMPREHENSIVE PERSONAS

ELYSE DUFFY

WHAT IS A COMPREHENSIVE PERSONAS?

A comprehensive persona is commonly used in user experience design, but can also be used by any business or team wishing to understand who is using their product. Usually portrayed as a poster or visual, a persona is a fiction character that is based on research and data to represent certain user types that would use your product or service.

Instead of designing your product based upon theory or best guesses, a persona can help translate data, pinpoint difficulties users are having, and identity their goals. These personas of course start out fictional but with more research they can be changed or validated. Creating them before you start the ideation phase can help you understand the true issues at hand and allow you to focus your efforts on solutions that will make the most impact.

Each persona will look different based on what information is most important to that specific product. But most include the same categories such as goals, journey, demographic information, motivating factors, influences, etc. But creating more than one will help you relate the personas to each other and allow you to see trends in the data collected. These comprehensive personas allow all teams to understand their users better, leading to better user experiences.

THE PROJECT

The following pages are the two comprehensive personas I built based on using Sobol's app (from module 2's project). Sobol is a health food, acai chain and the app is mostly used for ordering online and picking up in store. The first persona is me as a user, which is validated, and the second represents a hypothetical, new customer that would be using the same app. I decided to do a poster rather than a multiple page pdf but have included all the usual categories a persona would have. I even added some information that would be helpful for a health food company to know. Overall, I enjoyed analyzing and comparing this fictional user to myself.

ELYSE DUFFY

ROLE: Reoccurring Customer

AGE: 34
GENDER: Female
LOCATION: Norwalk, CT
OCCUPATION: Graphic Designer
LIFESTYLE: Active
FOOD ALLERGIES: None
DIET: Whole foods

"I like being able to look over the entire menu without rushing."

"Tracking my points and getting rewards is the best part of being a member."

"Sobol has the best acai bowls in town, I just wish they didn't forget my toppings so much."

TOP INFLUENCERS:

NAME: Adrian
ROLE: Boyfriend

- Doesn't like acai but will order a smoothie if he can add protein and other supplements to it.
- Always prefers a drive thru over a walk-in establishment.
- Won't give a restaurant a second chance if order gets messed up.

NAME: Erica
ROLE: Gym Buddy

- Always looking for healthy food choices that keep her fit.
- Is very busy, but puts convenience over everything.
- Keeps up with popular, trendy restaurants in the area.

NAME: David
ROLE: Father

- Is a health nut and wants to do everything he can to stay young and healthy.
- Has a sweet tooth, but tries to eat nutritious, whole foods to satisfy his cravings.
- Needs a simple order process or will lose faith in a brand or chain immediately.

RELATED PERSONAS:

- **In a hurry Henry:** Looking for healthy, tasty foods that can be made quickly & allow him to order ahead.
- **Budget-friendly Ben:** Wants a rewards system where he gets recognized for being a good customer.
- **Made-to-order Mary:** Has specific dietary needs but doesn't want to have to complain if her order is wrong.

GOALS:

- Be able to see new, trending menu items and take her time choosing without being rushed by a customer or cashier.
- Wants to spend less time cooking and have more time for her hobbies.
- Wants to track rewards and monitor how close she is to her next discount.
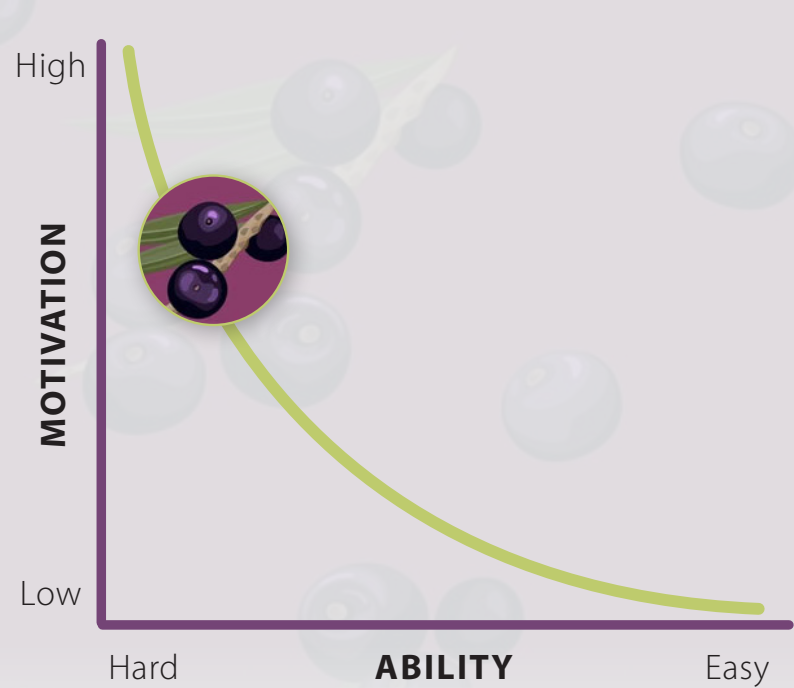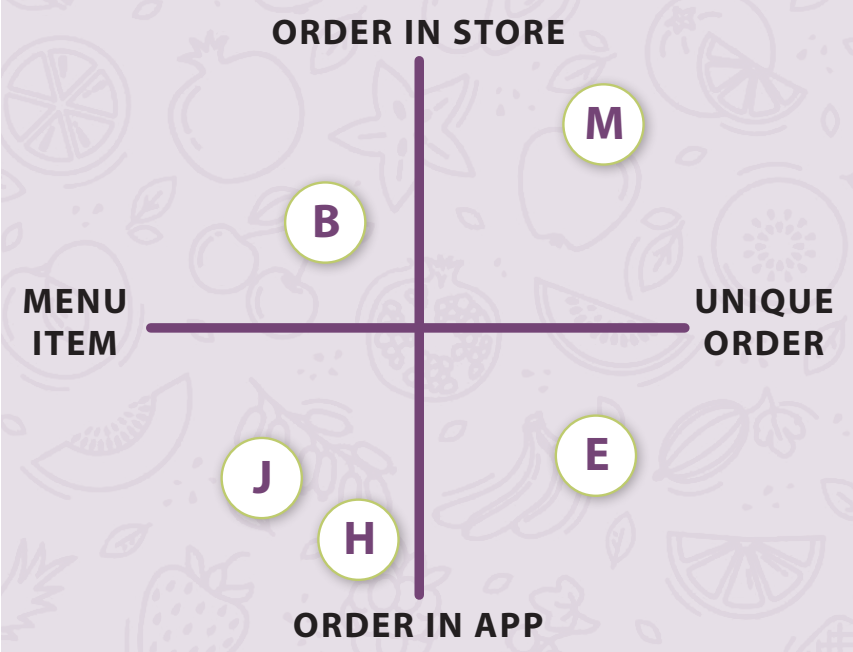- Hopes to eliminate errors on her pickup orders.

JOURNEY:

- Elyse currently uses the app where she can see new menu items being advertised and follows the company on social media.
- Elyse meal preps every week but ends up getting tired of leftovers after day two. Sobol is her go to when she's hungry but doesn't feel like cooking.
- Elyse will usually ask the cashier how close she is to her next reward if ordering in store, but much rather view it on her phone and keep tabs on it.
- She usually has to double check her order before leaving the store, to make sure it was made right.

ORDERING IN THE APP

High / Low — MOTIVATION (vertical axis); Hard / ABILITY / Easy (horizontal axis)

MOTIVATING FACTORS:
- Hungry
- Needs a quick but healthy snack
- Gets to earn rewards on her favorite food and drink

INHIBITING FACTORS:
- Checkout process is too long
- Unsure if order will be made right

POSSIBLE TRIGGERS:
- They advertise a new menu item that looks good
- Has coupons or points to use up

ENVIRONMENT:

App & In Store	Mobile App	Mobile App
Elyse is rushing from work to class. She orders something off the app to pick up before she gets home. Thinking it will be quicker than parking and then waiting in line. But the checkout process had so many screens to click through, she gives up and decides to order somewhere else instead.	Elyse is on the couch doing her monthly budgeting and is bummed out that she has overspent. But she gets a notification from Sobol that she has reached her next reward! She quickly orders from the app, knowing that this treat did not break the bank.	Elyse decides to surprise her friend with a Sobol smoothie. She makes sure to order through the app where she can double check the item has no bananas. (Her friend is allergic to them). She confirms the order before hitting submit and feels relieved that she can customize her order to fit her needs.

PERSONA MATRIX

ORDER IN STORE

M

B

MENU ITEM — UNIQUE ORDER

J

E

H

ORDER IN APP

JANET MILLER

ROLE: Health-Conscious New Customer

AGE: 35
GENDER: Female
LOCATION: Rye, NY
OCCUPATION: Marketing
LIFESTYLE: Active
FOOD ALLERGIES: Bananas
DIET: Whole foods and dairy free

"I'm looking for high-quality food options that are affordable."

"I prioritize nutritious meals that fuel me, over the usual fast food chains."

"A menu that caters to my dairy-free lifestyle is hard to find, so when I find something I like, I tend to obsess over it."

TOP INFLUENCERS:

NAME: Ashley
ROLE: Childhood Friend

- Also has a food allergy and can recommend great food establishments that cater to dietary restrictions.
- Makes a lower income than average so she is a penny pincher.
- Works a 9-5, so she is often stuck ordering food at peak times.

NAME: Katlyn
ROLE: Younger Sister

- Is adventurous and never says no to trying something once.
- Heavily influenced by companies and brands on social media.
- Uses her phone for everything! Especially ordering food.

NAME: Jeremy
ROLE: Husband

- Prefers the coffee items at Sobol rather than the acai or fruit bowls.
- Manages the family finances and will remind Janet to stick to the family budget.
- Knowing the total upfront for a purchase helps him feel more in control of his spending.

GOALS:

- Janet wants to be able to filter menu items to show only dairy free options, especially when new items come out.
- She wants an ingredient and nutrition list for menu items in the app.
- She doesn't want to pay more for customized items or swapping ingredients.
- Janet wants to order in the app but worries the workers will mess up her order and she won't be able to eat it, or worse...get sick.

JOURNEY:

- Currently Janet knows a few items that are naturally dairy free and have no bananas. These are her go to items that she feels safe ordering in the app.
- Janet has to click on each item and be taken to a new screen to read the ingredients list. This is tiresome and frustrates her. Also, no nutrition list.
- She tries to substitute ingredients instead of adding to keep the price down. But this means that her food is not always to her liking.
- To be safe, Janet tries to order in store as much as possible because she has had bad experiences ordering off the apps.

ENVIRONMENT:

Mobile App	Mobile App	App & Phone
Janet is looking for a healthier breakfast option in the Sobol app. She spends a lot of time clicking and enlarging to read the ingredients list, but starts to feel overwhelmed by the back and forth process within the app. This causes her to give up and just cook at home instead.	Janet promised her husband she wouldn't spend too much on eating out. To stick to their budget, she orders through the app where she reads over the custom bowl and order total before committing and paying. She sees a clear order breakdown and knows just how much she is spending.	A recent allergic reaction has Janet nervous about ordering food out. But when she sees a new menu item to try, she does some research and investigating in hopes of finding an ingredient list. After searching the app with no luck, she feels dispirited and decides to call her local store to ask them about it.

ORDERING IN THE APP

(Graph: MOTIVATION (High to Low) vs ABILITY (Hard to Easy))
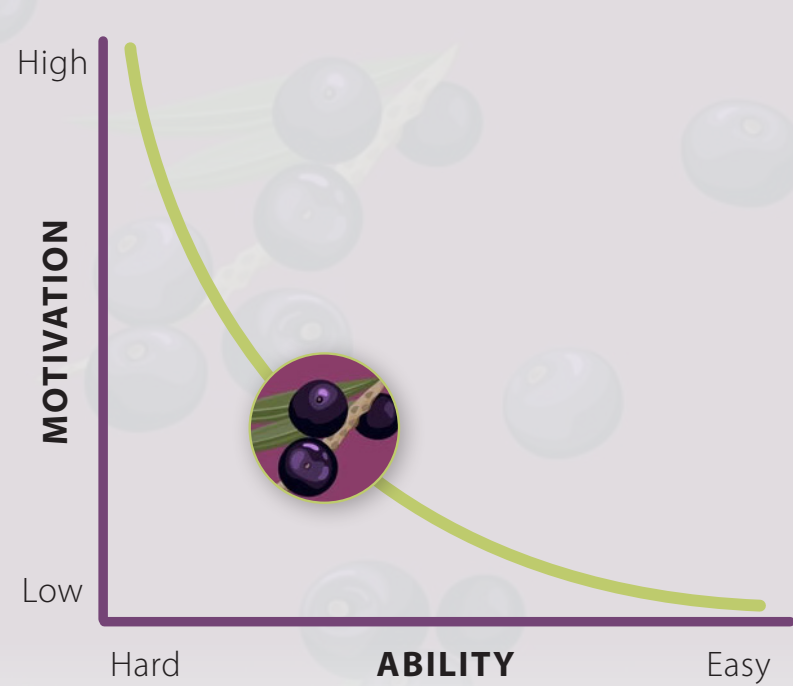
MOTIVATING FACTORS:

- Items on the menu fit her dietary needs
- There is an ingredient list for every item
- Food is nutritious, tasty, and quick to make/pickup

INHIBITING FACTORS:

- Can't ask questions about the menu
- Afraid her order will be made wrong & she'll get sick

POSSIBLE TRIGGERS:

- Someone recommends the chain/app to her
- App suggests new items based on past orders

RELATED PERSONAS:

- **Gen X George:** Willing to spend money on "treats" everyday and loves rewarding himself.
- **Overly Avoidant Alex:** Has food aversions but loves mango smoothies. Orders the same thing every time.
- **Saintly Sara:** Due to religious reasons, she can't eat certain foods and needs the option to customize.

PERSONA MATRIX

KEEPS IT SIMPLE

NEW PATRON — REPEAT PATRON

LIKES TO CUSTOMIZE ORDER

(Matrix points: A, G, E, S, J)