

User PERSONA// You need to communicate who will be your users/target audience and the context chosen.

1. Imagine the user that will use or see your work. Apply the **PERSONA method** by imagining the typical user by creating her/his identity. Give that user a name, a face, personal information, likes and dislikes.

Example 1



Name: Patrick
Age: 55 years old
Nationality: British, London
Languages: English, French, German
Situation: Consultant in Environmental projects in the innovation sector. After more than 30 years of experience, he has set his own company and works around Europe.

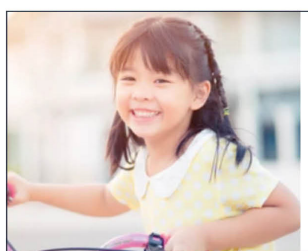
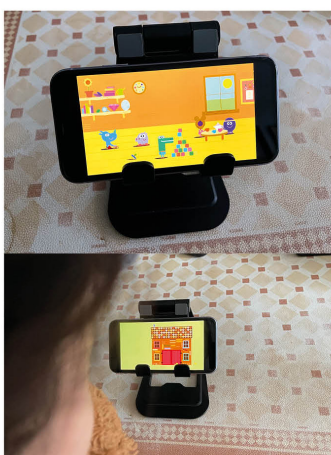
Likes: City life, Hiking, watching Netflix series, travelling, skying, spending time with his family, seeing friends, going to the beach, having an active social life, going to art galleries, doing yoga, drinking lattes at Starbucks.

Dislikes: Eating too much meat, rainy days, Brexit, football, going to the countryside without WIFI, not controlling a situation, not having access to his emails, drinking beer, wearing old clothes.

Why would Patrick use a phone holder? Patrick needs a phone holder when he works from home, for his phone calls and video calls, usually done in his office. At his age, he starts to have neck issues and his yoga instructor told him that he needs to be careful when working with devices such as phones and laptops.



Example 2



Name: XiaoLi
Age: 5 years old
Nationality: Chinese, Beijing
Languages: Chinese and bits of English
Situation: Kindergarden student raised by a single mom. XiaoLi is very active, playful, and likes to watch cartoons on her mom's phone.

Likes: Teddy bears, riding her bike, sunny days, eating sweets, eating new things, asking to her mom to buy her anything interesting, watching videos, watching cartoons, playing games, seeing friends.

Dislikes: Being ignored, being bored, not having what she wants, being in dinners with adults for too long, being on a table for too long, not being distracted, not seeing her father.

Why would XiaoLi use a phone holder? XiaoLi needs to be constantly distracted when she is not tired. Her mom got used to let her play with her phone and watch her cartoons so she is silent. When they are outside, they don't have the phone holder and need to use a glass to hold the phone. They usually use the phone holder at home.





Name:
Age:
Nationality:
Languages:
Situation:
Personality:
Life aspirations:
A sentence that defines me:

Likes

Dislikes

Images of likes

Images of dislikes

Why would that person use your outcome?

How would that user feel when using/seeing your outcome? Why?