

Personas Drive Design Choices

Destroy useless attributes that don't

| Manager Maria | Hipster Hilary | Careful Claire | Sneaky Shirley | International Ioana | Elder Elisabeth |
|--|---|---|--|--|--|
| interacts with the application between meetings. She is impatient and often not focused on her task, completing activities in haste. Maria will: | Hilary likes to investigate new functionality and areas of the application that are outside of the mainstream. She is an early adopter and an avid explorer. Hilary will: | the same workflows each time that she interacts with the application, taking care to ensure that she is consistent and the information she provides is complete. Claire | She knows about common security holes in software and likes to explore the applications that she uses to feel confident about their ability to protect her | vacation. She periodically uses the application for specific reasons, e.g. to retrieve a piece of information or complete a single task. Ioana will: | Elisabeth is of an older generation with relatively little knowledge of computing. She has trouble understanding many software applications. Elisabeth will: |
| Stick to the quickest workflow through the application | Investigate new features as soon as they become available | Stick to popular features of the application | Enter SQL and JavaScript injection in to application input fields | Use the application outside of local business hours | Use the application slowly, taking time to read each screen |
| Use shortcut keys | Explore all possible paths through a workflow to determine which she prefers | Notice and investigate any visible changes to these features, e.g. a new button is added | Manipulate URLs to attempt to access private information | Be accessing the application from multiple locations and time zones | Frequently use the 'Back' button to remind her previous information |
| Fill in the minimum number of fields to get a result | Frequently use areas of the application that are less popular | Complete every field possible when entering information | Violate constraints on input fields by entering invalid information | Use a variety of browsers, operating systems and devices | Have the interface font of the application enlarged via browser settings or zoom |
| Make mistakes in her efforts to get things completed quickly | Have unusual data input compared to other clients e.g. different units of measure | Be verbose when asked to enter notes of her own, e.g. a reason for editing a record. | Try to generate as many error messages as possible | Occasionally have poor network connectivity that is slow and unreliable | Require simple and clear interfaces in order to successfully complete a task |
| Require fast responses and may repeat an action if the application takes too long to respond | Be accessing the application from an unusual browser, operating system or device | Be patient with long response times | | Be using a variety of keyboard layouts | Seek out online help to assist her |
| Often be called to a meeting midway through a task | | | | Enter personal information that includes foreign language characters | Be using outdated technology including an older browser and operating system |

Contemplate: Job Title, Location, Language, Visual Impairment, Organizational Role & Level, Retail Customer, Delivery Man, Investor, Young User, Life Stage, Competency, Engagement &