

## 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 &