

Personas



A persona is an archetypal description of your target users (Martin & Hanington, 2012, p. 132).



NAME: **Sandeep**
AGE: **28**

FROM
Maharashtra, India

LIVES:
Delhi, India

OCCUPATION:
Research Scholar



BIOGRAPHY

Sandeep is a PhD student at Jawaharlal Nehru University (JNU), a leading liberal arts university located in Delhi. He has always been dedicated to his studies because he believes in the value of a good education. He enjoys spending time with his professors and even thinks of them as friends.

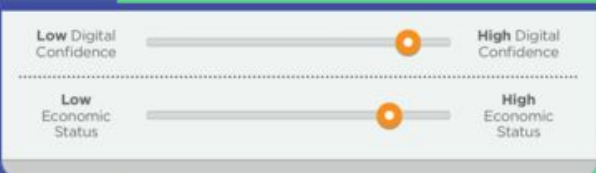
Sandeep was introduced to computers in secondary school. He attended one of the most reputable English-medium private schools in his state, one for the children of military parents. There, he learned to type, conduct online research, and create high-quality reports and presentations.

His parents gave Sandeep a feature phone when he moved to Delhi to pursue a Bachelor's in History, because his mother wanted a means to stay in touch with him. After graduation, he enrolled in a Master's at JNU, and his friends convinced him to buy a smartphone so they could communicate on WhatsApp. Sandeep was initially hesitant to spend his meager JNU research stipend (Rs 3,000 or \$45 a month), but agreed to buy it after one of his professors hired him for a research project. His friends recommended he buy a LeEco Le 1s Android phone (Rs 12,000 or \$180) because it was a good value.

When on campus, Sandeep uses JNU's WiFi—he even has a private WiFi connection in his hostel room. When he's off campus, he has a data plan to access the internet on his phone. He uses a Dell laptop for research, writing, and studying for exams. He relies on his professors for academic information, but also supplements what they provide through Google searches and reliable sources (including JSTOR.org and EPW.in, Economic and Political Weekly) recommended by his professors and peers.

For any research project, Sandeep begins by searching on Google. He typically starts with relatively broad search terms and, based on the results they yield, will make his queries more targeted over time. During his Master's program, he learned what types of sources can be trusted. As a result, he will only use Wikipedia for topic overviews and as a source for references.

Sandeep's English is at near-native proficiency; as a result, he usually has no problem finding what he needs online. He uses a translation app for esoteric and unfamiliar English words, but those are few and far between. The only time he remembers searching in a language other than English was when he was doing a project on a local political movement in rural Maharashtra.



DEVICE USE



LeEco Le 1s Android smartphone

PRIMARY USE: Voice calls, WhatsApp, following conversations between friends but rarely participates himself.

NETWORK: Internet usage is mostly via WiFi on university campus because it is free. Maintains data on his phone in case WiFi on campus is too slow or goes out. He pays Rs 288 a month for his plan.



Personal Dell laptop

PRIMARY USE: Uses it for research, writing papers, etc.

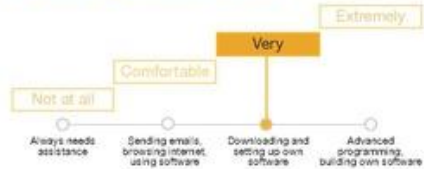
DETAILS: Goes online in his hostel, and carries it to campus where he accesses the university's internet.

Henry, 53 New Editor

- 📍 Seattle, Washington
- 🏠 City Planner
- 🎓 Master's in Urban Planning
- 👤 Boyfriend, no kids
- 🗣️ English



Technology Comfort Level



Devices

- 🍏 iMac
- 📖 Kindle
- 📱 iPhone
- 💻 PC desktop and big monitor at work

Experience Goals

- Doesn't want to make mistakes
- Wants to understand the rules and norms about how to edit Wikipedia

End Goals

- Make the mid-century modern articles better
- Connect with a broader set of people who care about his favorite topics

Challenges

- He isn't sure whether he can just jump right in and start editing; he'd like some guidance but doesn't know where to go
- He heard that people get banned for doing things incorrectly, so he doesn't want to make any mistakes

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About Henry

Henry often reads English Wikipedia, and is disappointed with the meager content on the articles about mid-century modern design. Last Thanksgiving, he mentioned this to his niece Bella, a graduate student. She was a very active Wikipedian who's seen her time on Wikipedia decrease since starting grad school. She encouraged him to add to the articles himself. He knows the subject very well, and he wants to share his knowledge and experience with all the other people who read these articles.



Henry loves that he is inspired by the old and the modern, like the architecture of his city!

“ She said ‘Be bold’. I’m not feeling that bold right now.”

With Bella's encouragement, Henry has started making some changes to Wikipedia articles, but nothing fancy, just changing a few words and light copy-editing.

He really wants to add more information about 1960s product design, but he's not sure whether it should be a new section on an existing article, or a new article altogether. He doesn't want to make a mistake and annoy the Wikipedians who have written the article.

Bella said that he should ask about it on the article talk page. He looked at the talk page, but he's not sure how to start a new discussion, or who would reply.



His interest in mid-century modern design goes beyond the books!

source: https://commons.wikimedia.org/wiki/File:Henry_-_New_Editor_Persona.pdf

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Social Changer Jae-Hee

AGE
27 years old

LOCATION

Seoul, South Korea

EDUCATION

Freelance graphic designer

EDUCATION

University

LANGUAGES

Korean (fluent)

Japanese (proficient)

English (proficient)

TOOL

Low

High

Writing comfort level

Low

High



Macbook Pro

PRIMARY USE: Graphic design, work, maintaining her website, writing, editing Wikipedia



iPad

PRIMARY USE: Reading, looking for inspiration for her work, and quick internet browsing when she's not at home



iPhone 6S

PRIMARY USE: Calling, messaging friends on Kakao Talk, Twitter

Background

Jae-Hee graduated from university two years ago and currently works as a freelance graphic designer. She lives in the suburbs of Seoul, with her parents and younger sister. In her spare time, she works on her digital art and photography, which she publishes on her personal website, through WordPress. She loves reading, particularly fantasy and science fiction stories, in both Korean and

Japanese. While in university, she took a class on design and sustainability and became interested in environmental issues. Now she volunteers for an environmental advocacy non-profit, which educates people about living a sustainable lifestyle, and shares similar lifestyle tips on her personal blog.

Tech Habits

She first started using a computer in grade school, and got her first smartphone in high school. She uses social media widely, particularly Twitter to share her work and writing, and to follow other

environmental groups. She is well-known by her online username, "Jae",. She learned basic HTML to manage her website, and uses Adobe software for her graphic design and art.

Perceptions of Wikipedia

She first used Wikipedia in university, and then started to use it more frequently while researching for a literature and illustration for her art. She mostly uses English and Japanese Wikipedia, because she often finds Korean

translations or limited information on Korean Wikipedia. She sees Wikipedia as a formal, or at least source of information, compared to other websites like NaverWiki which is more casualized, but also more relaxed and collaborative.

Experience Goals

- To freely share her opinions and knowledge without conflict or backlash. (like she does elsewhere online)

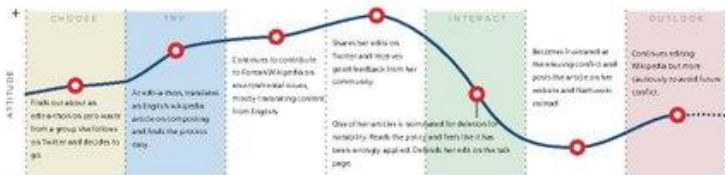
End Goals

- To raise awareness on environmental issues
- To collaborate with other environmentalists

Challenges

- Understanding Wikipedia policies like verifiability and notability. Frustrates her that she can't just write what she knows, like on her own website
- Social conflict seen and experienced on Wikipedia. Has received strongly negative responses to her edits
- Translation takes a long time. The machine translation tool on Wikipedia only does so much, and she has to translate most of the content on her own

Editing Journey



**You don't design for
yourself. You design for
someone else.**



**Personas keep that
someone else front and
center throughout the
design process.**



**Use (and iterate on)
them throughout the
design process.**



No recipe.