

CREATING PROTO-PERSONAS

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TYPES OF PERSONAS



Marketing Personas

Demographics info
Buying motivations / concerns
Shopping or buying preferences
Marketing message
Media habits (social/media consumption)



Proto-Personas

Used when there is not time or money to create personas based on true research. They are based largely on secondary research and the team's educated guess of who they should be designing for.



Design Personas

Focus on user goals, Current Behavior, Pain Points. Based on field research and real people. Tell a story and describe why people do what they do in an attempt to help everyone involved in designing the product relate to them.



Ethnography - The Study of Cultures



Physical Environment

Where are your users? Are they at the gym, at a desk, will they be using your <product, app, website> on the run, away from home?



Mental Models

An individual's pre-existing internal concept of and associations with any given institution, system, or situation. Essentially, what do our users expect?



Habits

Habits of body, mind, and spirit. How does the user already solve the problem you are trying to solve for them? Habits are hard to change. Inserting a new hook into an existing habit is much easier than creating a brand new habit.



Relationships

Social networks are merely the most obvious intersection of human relationships and digital products. Your product or service will exist within a web of human relationships and existing networks.



Empathy Map

TASKS

What tasks are the users trying to complete? What questions do they need answered?

FEELINGS

How is the user feeling about the experience? What really matters to them?

INFLUENCES

What people, things, or places may influence how the user acts?



WHAT'S MY NAME?

PAIN POINTS

What pain points might the user be experiencing that they hope to overcome?

OVERALL GOAL

What is the users ultimate goal? What are they trying to achieve?

