

Audiences & Personas

Audiences & Personas help to broadly define target audience groups, prioritize those groups, and align on other audience-related objectives. UX Personas are fictional characters created from qualitative research that represent a specific user segment. Use the example to create your own personas.

Persona Title

“ Quote 2: Find an actual user quote from the research that supports Quote 1 in a concrete and specific way. ”

Photo thispersondoesnotexist.com
Name

Age ##

Background

Short blurb detailing this persona's professional experience and relevant demographics.

About

A detailed blurb describing this persona's unique attributes. Use concrete examples to communicate best how these attributes play out in everyday life and at work.

Common Tasks

- List the 5 or 6 most common tasks performed by this persona.
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Frustrations

- List the 5 or 6 most common frustrations experienced by this persona.
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Goals

- List the 5 or 6 most relevant goals this persona has.
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“ Quote 1: Find an actual user quote from the research that sums up this persona's most prominent unique attribute. ”

Prospective Student

“

When I saw the new Center for Theatre & Dance building, I knew Millikin was my 1st choice school.

”



Hailey Young

Age 17

Background

Hailey is a Senior at Normal Community West High School who is interested in the School of Theatre and Dance.

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I started to seriously consider Millikin 2 years ago when my drama teacher told me about professor Lori Bales' New Musicals Workshop.

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About

Hailey is the oldest in a family of 4. She found a true sense of belonging while doing the school's musicals over the past 3 years. Hailey is now auditioning for one of the lead roles in this year's production of Into the Woods, which consumes most of her time. While the musical is front and center, Hailey spends the rest of her spare time keeping up with school work and babysitting her younger siblings.

Common Tasks

- Learn as much as possible about the School of Theatre and Dance
- Find all the admission information and requirements
- Find detailed information about cost and aid opportunities to send to her parents
- Get a sense of what it will be like to live on campus
- Looking at the theatre and Dance calendar for the coming up year

Frustrations

- Stressed out about the Theatre department audition
- Not confident all the application and financial aid work her family did was done correctly
- When she can't find something, Hailey been using search, and it rarely returns what she's expecting
- She has to bookmark critical pages because if she doesn't, she'll end up spending a ton of time looking for that page again.

Goals

- Get accepted into Millikin's School of Theatre and Dance
- Learn the quickest way to get involved in the upcoming musical
- Secure housing and meal options as soon as possible
- Finalize financial aid in a way her parents are happy with
- Coordinate plans with her friends that are also going to Millikin in the upcoming semester

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Age

Background

About

Common Tasks

Frustrations

Goals

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