

Project Title

Personas



DESIGN RESEARCH
PRODUCT DEVELOPMENT

Personas

Personas are a set of representative profiles for a customer base. As a design tool, they are a powerful way to communicate behaviors, goals, wants, needs, and frustrations.

Effective personas are driven by research data and focus on how a particular profile uses a particular application in a given context. The creation of different profiles is based on analysis of behaviors, goals, wants, needs, and frustrations of many customers.

Home Owner — Life Event

Paul and Helen



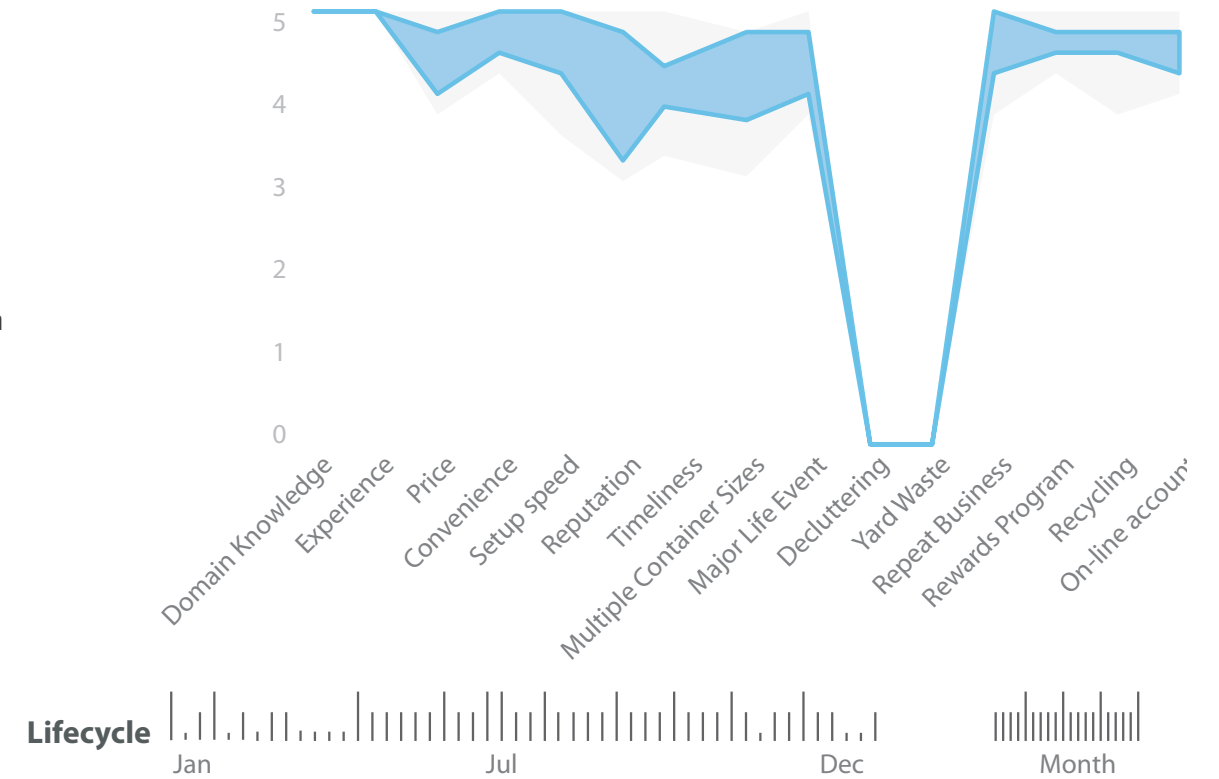
“I guess we can put anything in there. I’m just not sure how much will fit.”

Helen’s mother died a few weeks ago and they’re just now getting around to emptying the house. They plan on selling the house, but there’s quite a bit they’ll need to clean out first. The house also needs some renovation work in the master bathroom.

The basement is filled with stuff Helen’s mother collected over the past couple of decades. She never threw anything away. She has newspapers and Time magazines from the past 20 years. There are a few things Helen wants to keep. Most of the clothing and furniture will be donated to Goodwill. Unfortunately, most of her mother’s “collectables” have been ruined from water and mildew. She also has paint cans, but Paul and Helen don’t know if the paint contains lead or not.

This is the first time Paul and Helen have gone through something like this. They don’t even know where to begin. They just want this to be as easy as possible. They know they need a dumpster, but aren’t sure how much it will hold. And they assume just about anything can go in the dumpster, unless someone tells them otherwise. Their only other concern is that dumpsters tend to be unsightly. They’re hoping to find a company who won’t make the front yard look like a construction zone or ruin the yard when they deliver or pick up the dumpster.

Age: 24-65



Key Characteristics

- Single event like acquisition of a family estate or small remodeling job (e.g. bathroom).
- Little if any past experience with acquiring a dumpster.

Goals

- Get a dumpster quickly.
- Get rid of all the stuff they aren’t keeping or donating.
- Avoid destruction to the property during the process.
- Avoid an unsightly dumpster.
- Get rid of the dumpster quickly once it’s filled.

Questions

- Is there anything that can’t go in?
- How quickly can they deliver and pick up?
- Will they leave the property in the condition it was originally?
- How does this work?
- Is there a permit required?
- How much will it cost?
- How easily can I get a hold of someone if I need to?

Influencers

- Available when needed
- Price
- Vendor leaves the property how they found it
- Having the container size needed available
- Speed of setup and pickup once contacted
- On-line account access for scheduling and payment
- Quality and cleanliness of equipment
- Familiar brand

Frustrations & Pain Points

- Initial sticker shock
- Unfamiliar with the process
- Don’t know what they don’t know
- Making an apples to apples comparison between vendors

The Contractor

Arthur



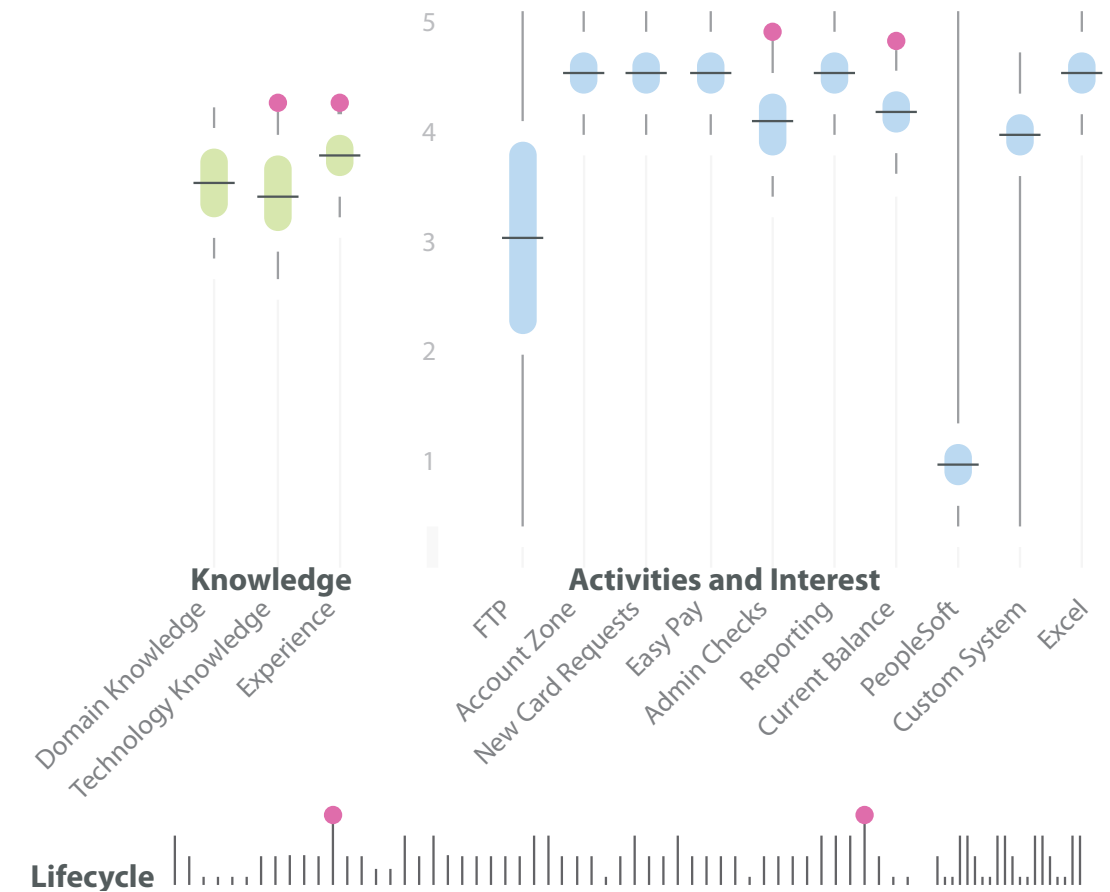
“I just need them to show up when they say they will.”

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Age: 24-78



Key Characteristics

- Repeat business customer.
- Familiar with the process

Goals

- Get a dumpster quickly.
- Avoid destruction to the property during the process.
- Avoid an unsightly dumpster.
- Get rid of the dumpster quickly once it's filled.
- Avoid dealing with a person when possible.

Questions

- How quickly can they deliver and pick up?
- Will they leave the property in the condition it was originally?
- What kind of an incentive program do they offer?
- How much will it cost?
- How easily can I get a hold of someone if I need to?

Influencers

- Available when needed
- Price
- Vendor leaves the property how they found it
- Having the container size needed available
- Speed of setup and pickup once contacted
- On-line account access for scheduling and payment
- Rewards program
- Quality and cleanliness of equipment

Frustrations & Pain Points

- Feeling like he's just another number to large providers.
- All the additional charges the hauler doesn't tell him about up front.
- Vendors that don't show up when they say they will and delay his job.
- Service centers not being open after hours when he's available.
- Having to deal with a human, when on-line would be so much more convenient.
- People in the neighborhood throwing things in his dumpster.