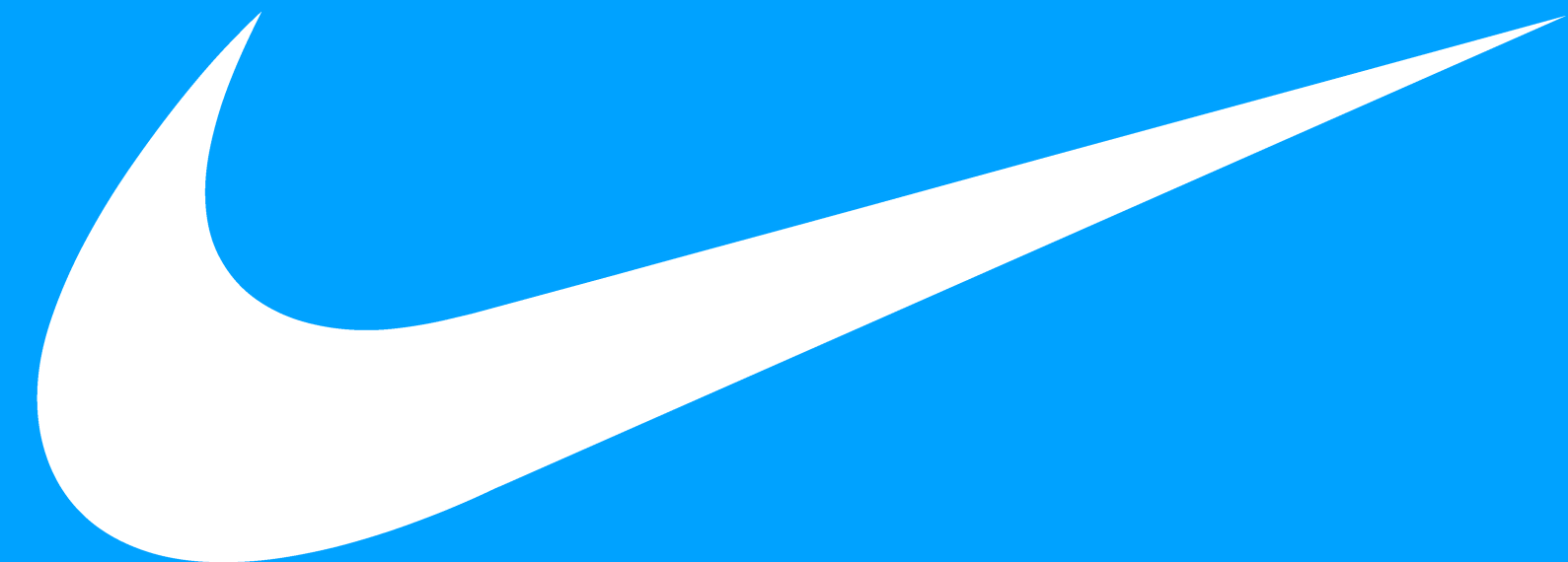


Creating Comprehensive Personas

Diana D'Achille



Introduction

The Assignment:

Create 2 personas by using the 2 websites you used for your Website Analysis in Module 2. One persona will represent you as an user and the other will represent a different type of user that might visit that site. Use the Persona Worksheet PDF for this assignment and review the content of [“A Guide to Personas”](#). Be thorough and honest in your responses as you fill out the sections. Give this document your own personal style both in tone and appearance.






Creative Direction:

Nike and Adidas are two leading companies in the sporting goods industry. Both attract a variety of users and carry similar products. However, their users have different motivations, influencers, environments etc. For this assignment I will be performing “hypothetical” and “validated” user research on 2 user’s experiences. My focus will be on their experience on [nike.com](#) and [adidas.com](#). I will be elaborating my personas, impressions, motivations, influencers, environment and persona family in this presentation.



Nike & Adidas

Comprehensive Persona Overview

Categories	Description
 First Impressions	Key user traits you want the image to communicate. Ex: Name, role, occupation, personality, education, age, feelings, etc.
 Motivation and Behavior	What does the user want to achieve in relation to your product or service? How does the user currently solve this problem?
 Influencers	Who in the user's life has a stake in, or influences, their decision?
 Environment	Where is your application/product being used? Are they at work on a laptop or at home on their phone? Are they using WIFI?
 The Persona Family	What is the relationship between the different personas you have made?



Meet the Users

(David & Diana)



My brother's persona uses “hypothetical” and “validated” research. Since he is a close family member of mine I was able to validate most of the research I collected on David for this assignment. My persona was created with “validated” research, since I can validate my own findings.



David D'Achille:

"I want to have shoes that are durable and comfortable for the long shifts I have at St. Joseph's Medical center. Looks and comfort is important to me."

Role: Work Oriented, Friendly, Athlete.

Occupation: Emergency Room Nurse

Age group: (21-23)

Favorite Applications:



Demographics: BSN in Nursing. Currently pursuing Family Nurse Practitioner (FNP) at Misericordia.

Pain points: Challenged to simplify complex ideas with easy to understand content.

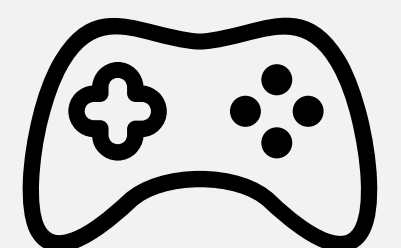
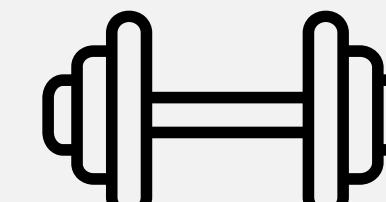
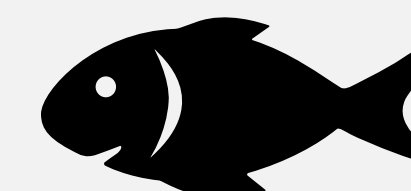
Relationship to Diana:



Sister

Hobbies: Lifting, soccer, fishing, video games, spending time with family and friends.

Favorite Activities:





Diana D'Achille:

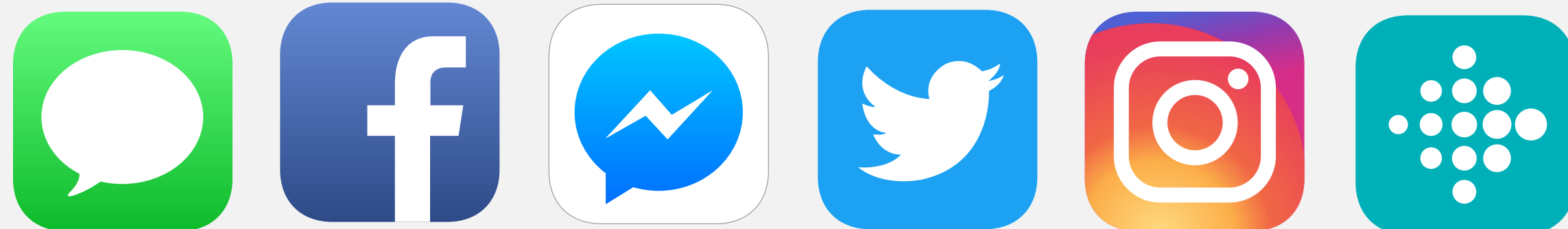
“Shopping for flashy & attractive shoes is not a priority. Having high quality shoes that are both light and durable for the sports I participate in is important to me.”

Role: Techie, Online Buyer, Athlete.

Occupation: User Experience/UI Web Designer

Age group: (24-26)

Favorite Applications:



Demographics: BFA in Graphic Design, minor in Multi-media. Currently pursuing Masters at Quinnipiac in User Experience.

Pain points: Inability to refine results to liking.

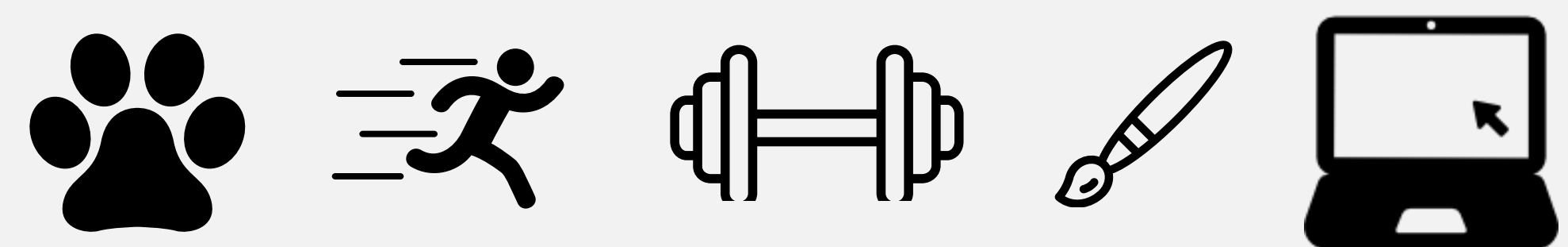
Relationship to David:

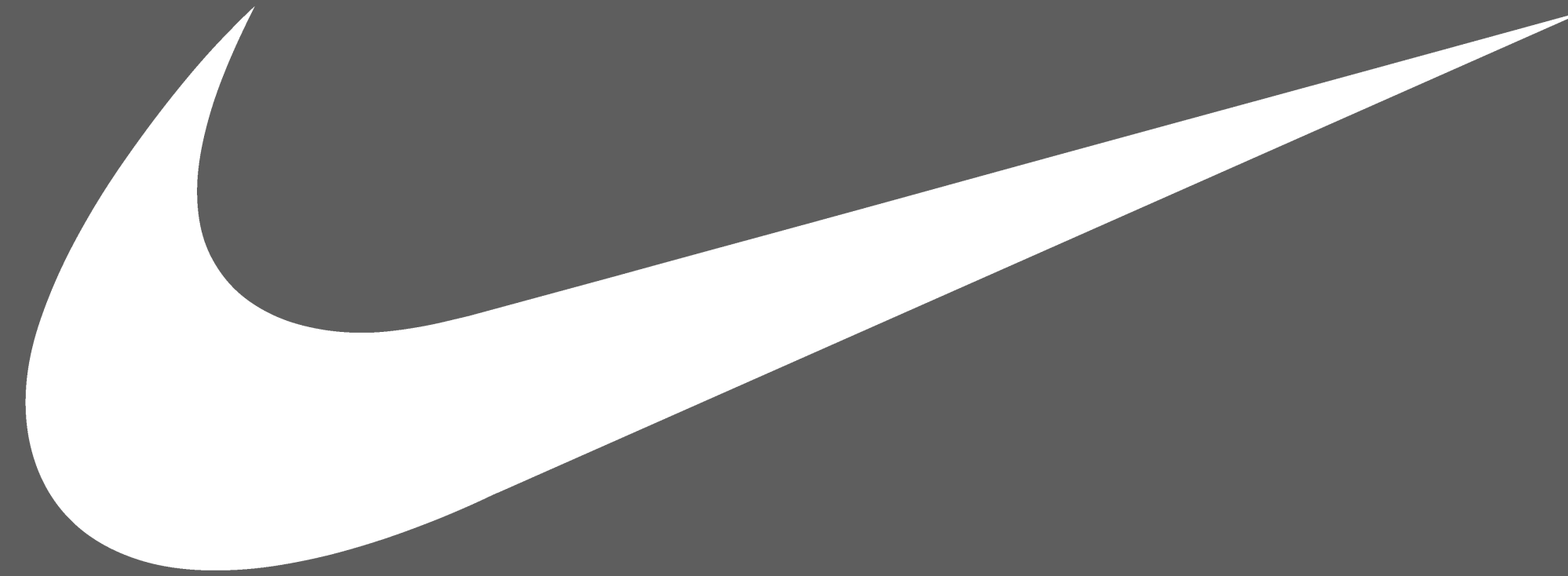


Brother

Hobbies: Running, lifting, participating in local 5ks for charity, spending time with family and friends.

Favorite Activities:





Nike

(User Research)



My comprehensive persona research on the following slides is split into 2 columns. This will allow you to compare and contrast David and Diana's experiences and values. The column on the left features my persona and the column on the right features my brother's comprehensive persona.



Diana D'Achille:

“Shopping for flashy & attractive shoes is not a priority. Having high quality shoes that are both light and durable for the sports I participate in is important to me.”

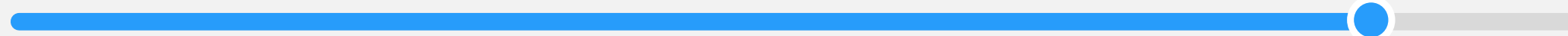
Needs:



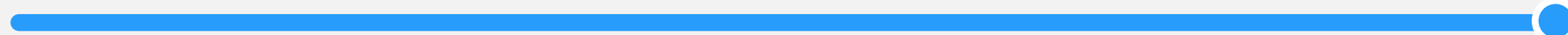
Running shoe

(Runner/Track and Field Experience)

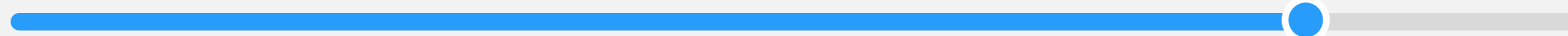
Comfort



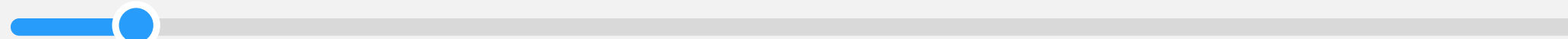
Lightness



Durability



Looks



Diana needs an extremely light pair of shoes for her race.



David D'Achille:

“I want to have shoes that are durable and comfortable for the long shifts I have at St. Joseph’s Medical center. Looks and comfort is important to me.”

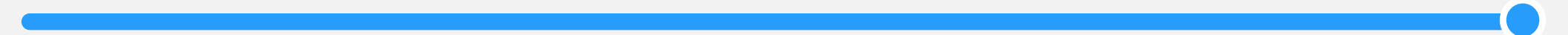
Needs:



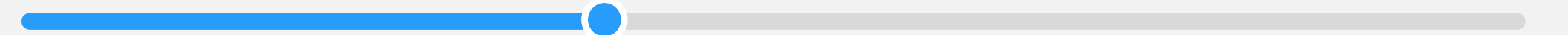
Shoe designed for occupation

(Occupation Targeted Experience)

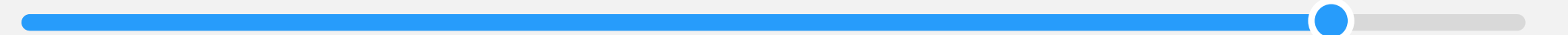
Comfort



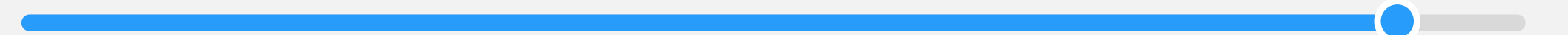
Lightness



Durability



Looks



David needs a good looking shoe that is comfortable.



Nike

Motivation and Behavior



Diana

What does the user want to achieve?

Goals: Purchase high-quality shoes, clothing etc. that are durable and increase my performance during the sports and activities I participate in.

How are they currently solving this problem?

Journey: By filtering my selection on [nike.com](https://www.nike.com) or clicking “Shop Sport” in Nike’s mega dropdown menu I can easily find what I am looking for.

Motivation Factors: To compete in light and high performance running shoes.

Inhibiting Factors: I can not try the shoes on.

Possible Triggers: Free Shipping and returns.



David

What does the user want to achieve?

Goals: Purchase comfortable and durable shoes for the long shifts he has in the emergency room.

How are they currently solving this problem?

Journey: David clicked on Men’s lifestyle shoes to find what he was looking for. He could not sort the shoes by comfort or for his occupation which made it difficult.

Motivation Factors: Wear comfortable shoes for long durations at work.

Inhibiting Factors: David cannot sort by comfort.

Possible Triggers: Enhanced filters/ Personalized experience.





Nike

Influencers



Diana

Influencer #1: Professional Athletes

Quote: "Professional athletes that use the same products as me, will influence my decision to buy something on nike.com."

Influencer #2: Friends & Family

Quote: "I like to ask my family and friends that participate in similar sports/activities and wear products made by Nike what they use/how they like it."

Influencer #3: Ratings & Reviews

Insight: Purchasing products with high ratings and reviews will lead to higher quality & happier experiences.

REVIEWS (1)



David

Influencer #1: Coworkers & Friends

Quote: "My coworkers know what shoes are most comfortable for my occupation."

Influencer #2: Google Search/Forums

Quote: "By doing a Nike shoe Google search online I can find the best pairs of Nikes for my occupation, that are comfortable and durable. I can also read reviews in forums and blogs to get a second opinion."

Influencer #3: Free shipping

Quote: "If I can't find free shipping on nike.com I will go to a Nike store to make my purchase."

FREE SHIPPING & RETURNS



Nike

Environment



Diana

Context #1: Macbook Pro Laptop (Home)

I browse nike.com when I am at home on my laptop. I find that surfing for products on nike.com is best at home and on a large monitor. With a large monitor I can read the product details easier and see the high quality images of my products better.

Context #2: iPhone 7 (Traveling)

I browse nike.com on my phone when I am traveling. I only purchase items off of my mobile device once I have decided to purchase a product and have seen the high definition photos of it off my laptop.

Context #3: Tablet (Couch/Bed)

I browse nike.com on my tablet when I am at home on my couch or bed. I am more confident purchasing from my tablet than mobile since I can see the products and product descriptions better.



David

Context #1: Macbook Laptop (Home)

David browses nike.com when he is at home on his laptop. He find his laptop is the best experience since he can have multiple tabs open at once.

Context #2: iPhone 7 (Car)

David browses nike.com on his phone when he is in the car. David says surfing nike.com is a good way to spend his time on a long car ride. There are always new products on Nike's website that interest David.

Context #3: Macbook (Wifi Starbucks)

David likes to browse nike.com on his MacBook when he is at Starbucks. David goes to Starbucks to study, but also goes there before he works.



Nike

The Persona Family



David & Diana



Related Personas:

Are these personas related to one another?

David and Diana are brother and sister. They have similar values, hobbies, interests and are close in age. What makes them different is their needs, pain points and goals on nike.com. Diana is looking to run a race with light high performance shoes, so she is looking for products on nike.com for a specific activity and duration. David is looking for comfortable and durable shoes for his long shifts at St. Josephs Hospital, so he can work long hours in comfortable shoes.

Persona Matrix:

What does the user want to achieve?

David and Diana are looking for shoes that are:





adidas

(User Research)



My comprehensive persona research on the following slides is split into 2 columns. This will allow you to compare and contrast David and Diana's experiences and values. The column on the left features my persona and the column on the right features my brother's comprehensive persona.



Diana D'Achille:

"Shopping for flashy & attractive shoes is not a priority. Having high quality shoes that are both light and durable for the sports I participate in is important to me."

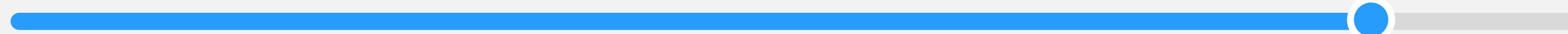
Needs:



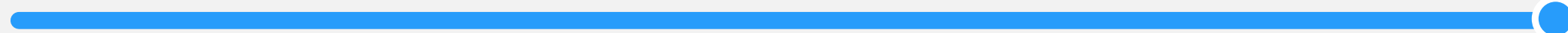
Running shoe

(Runner/Track and Field Experience)

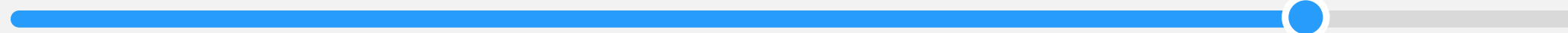
Comfort



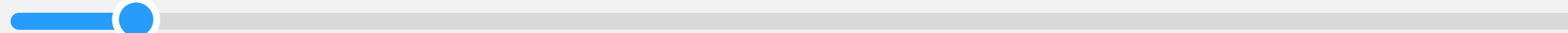
Lightness



Durability



Looks



Diana needs an extremely light pair of shoes for her race.



David D'Achille:

"I want to have shoes that are durable and comfortable for the long shifts I have at St. Joseph's Medical center. Looks and comfort is important to me."

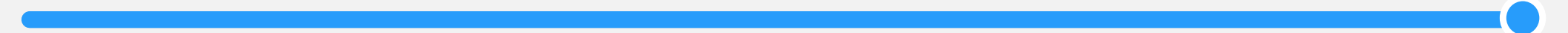
Needs:



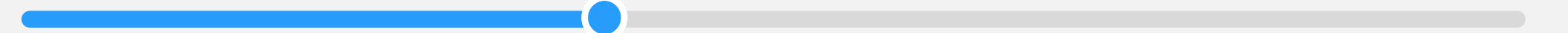
Shoe designed for occupation

(Occupation Targeted Experience)

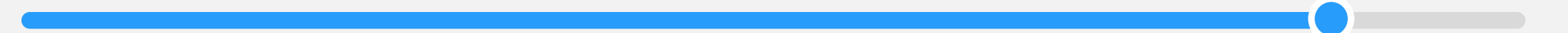
Comfort



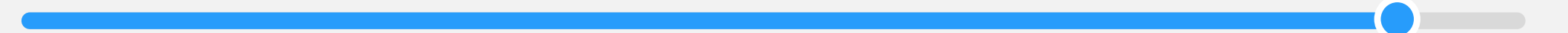
Lightness



Durability



Looks



David needs a good looking shoe that is comfortable.



Adidas

Motivation and Behavior



Diana

What does the user want to achieve?

Goals: Purchase high-quality shoes, clothing etc. that are durable and increase my performance during the sports and activities I participate in.

How are they currently solving this problem?

Journey: By clicking “Best for” within Women’s Running shoes on [adidas.com](https://www.adidas.com) I can sort the shoes by, “Track and Field”, “Trail”, “Minimal”, “Neutral” etc.

Motivation Factors: To compete in light and high performance running shoes.

Inhibiting Factors: I can not try the shoes on.

Possible Triggers: Category, “Best For” option within running.



David

What does the user want to achieve?

Goals: Purchase comfortable and durable shoes for the long shifts he has in the emergency room.

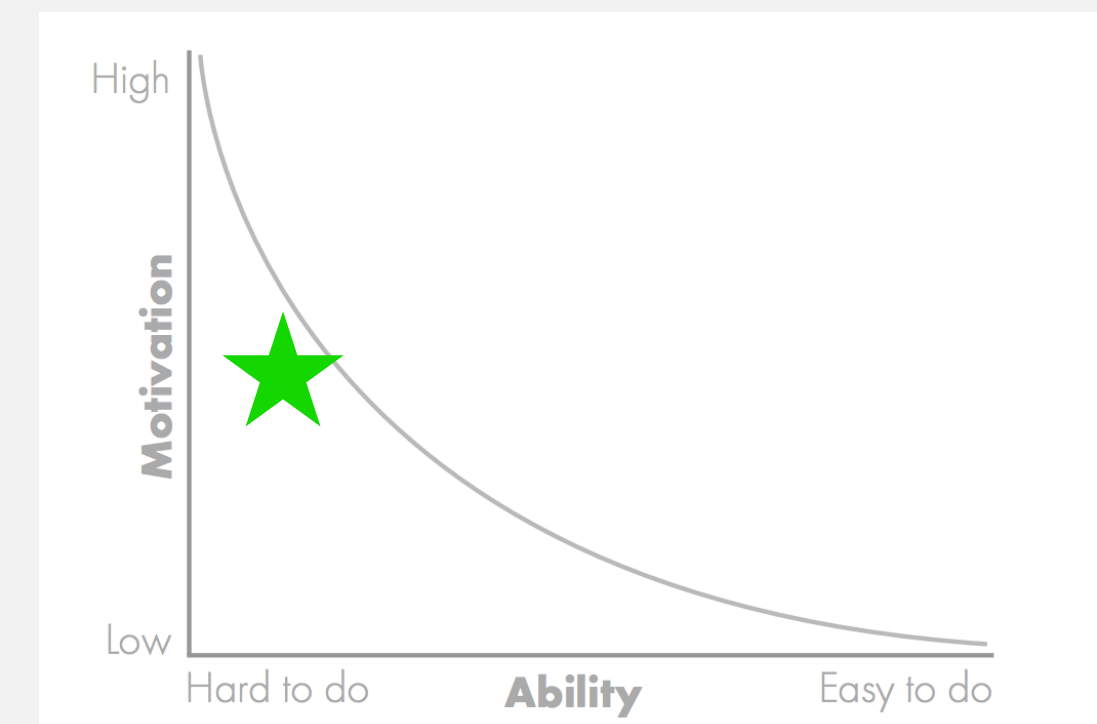
How are they currently solving this problem?

Journey: David clicked on Men’s original to find what he was looking for on [adidas.com](https://www.adidas.com). He returned to the homepage since he couldn’t find what he was looking for.

Motivation Factors: Wear comfortable shoes for long durations at work.

Inhibiting Factors: David cannot navigate easily.

Possible Triggers: Enhanced categories/ Personalized experience.





Adidas

Influencers



Diana

Influencer #1: Professional Athletes

Quote: "Professional athletes that use the same products as me, will influence my decision to buy something on [adidas.com](https://www.adidas.com)."

Influencer #2: Friends & Family

Quote: "I like to ask my family and friends that participate in similar sports/activities and wear products made by Adidas what they use/how they like it."

Influencer #3: Ratings & Reviews

Insight: Purchasing products with high ratings and reviews will lead to higher quality & happier experiences.

★★★★★ [Read all 13 reviews](#)

RUNNING



David

Influencer #1: Coworkers & Friends

Quote: "My coworkers know what shoes are most comfortable for my occupation."

Influencer #2: Google Search/Forums

Quote: "By doing a shoe Google search online I can find the best pairs of Adidas shoes for my occupation, that are comfortable and durable. I can also read reviews in forums and blogs to get a second opinion."

Influencer #3: Free shipping

Quote: "If I can't find free shipping on [adidas.com](https://www.adidas.com) I will go to [nike.com](https://www.nike.com) or Nike store to make my purchase."



FREE SHIPPING AND FREE RETURNS



Adidas

Environment



Diana

Context #1: Macbook Pro Laptop (Home)

I browse adidas.com when I am at home on my laptop. I find that surfing for products on adidas.com is best at home and on a large monitor. With a large monitor I can read the product details easier and see the high quality images of my products better.

Context #2: iPhone 7 (Traveling)

I browse adidas.com on my phone when I am traveling. I only purchase items off of my mobile device once I have decided to purchase a product and have seen the high definition photos of it off my laptop.

Context #3: Tablet (Couch/Bed)

I browse adidas.com on my tablet when I am at home on my couch or bed. I am more confident purchasing from my tablet than mobile since I can see the products and product descriptions better.



David

Context #1: Macbook Laptop (Home)

David rarely browses adidas.com. But, when he does it is at home on his laptop. He find his laptop is the best experience since he can have multiple tabs open at once.

Context #2: iPhone 7 (Car)

David browses adidas.com on his phone when he is in the car. David says surfing adidas.com is a good way to spend his time on a long car ride. There are always new products on Adidas's website that interest David.

Context #3: Macbook (Wifi Starbucks)

David likes to browse adidas.com on his MacBook when he is at Starbucks. David goes to Starbucks to study, but also goes there before he works.



Adidas

The Persona Family



David & Diana



Related Personas:

Are these personas related to one another?

David and Diana are brother and sister. They have similar values, hobbies, interests and are close in age. What makes them different is their needs, pain points and goals on nike.com. Diana is looking to run a race with light high performance shoes, so she is looking for products on [adidas.com](https://www.adidas.com) for a specific activity and duration. David is looking for comfortable and durable shoes for his long shifts at St. Josephs Hospital, so he can work long hours in comfortable shoes.

Persona Matrix:

What does the user want to achieve?

David and Diana are looking for shoes that are:



Conclusion

Nike & Adidas Comprehensive Personas

Next Steps:

By using the user research collected in this presentation we can personalize Nike's and Adida's websites to improve David's and Diana's experience. Furthermore, by validating that other customers are experiencing similar motivations/behaviors we can begin to target a specific group of users on Nike and Adida's website to enhance their online experience.

With this information Nike or Adidas can make educated updates to their website to support the motivations, behaviors, influencers and environment of their customers.

[Visit Nike.com >](https://www.nike.com)

[Visit Adidas.com >](https://www.adidas.com)

