



Sarah

SMM manager

Reasons to use product

Focus on outcomes, not features

Sarah wishes to learn more about design and typography basics. She wants to avoid using templates proposed by MS PowerPoint and Canva as they are widely used and not unique enough. Already took a couple of online courses on udemy but still doesn't feel confident enough when she needs to create design for her job tasks from scratch.

Knowledge and Skills

What do I know? What am I good or bad at?

Good and fast at making presentations, smart, proactive, good at making engaging social media posts and stories, use Canva for professional purposes and learning Figma as she heard is a relatively new programme in the industry.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

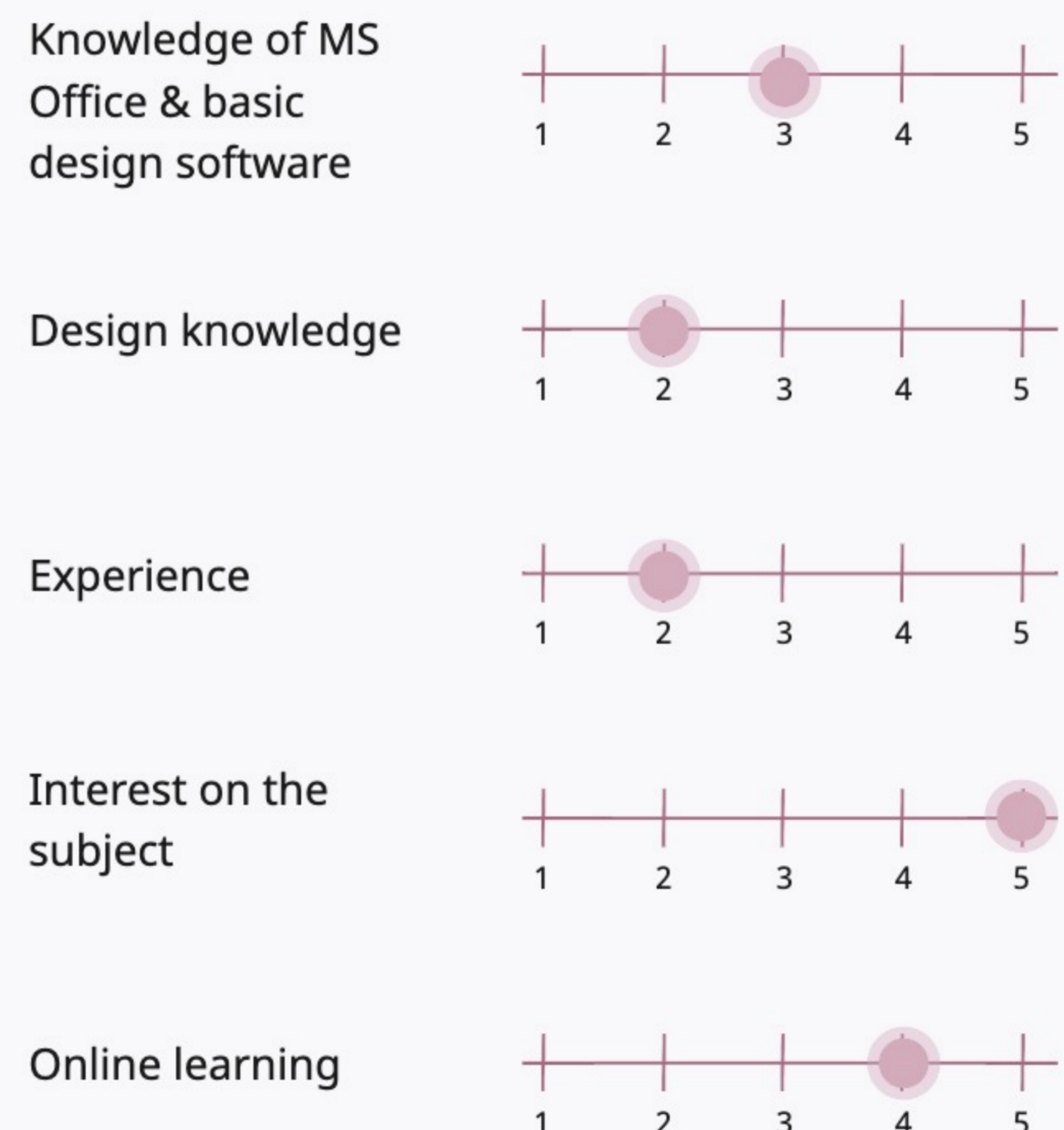
26 y.o., works for a professional hair cosmetics brand as SMM manager, BA in advertising, has a strong interest in visual culture and design, collects vintage travel posters.

Biggest Frustrations

| | |
|-----------------------|--|
| I feel | bewildered |
| When | I see a white canvas and don't know how to start |
| Today I solve this by | looking for ideas on pinterest which takes time |
| I feel | uncertain |
| When | I need to choose fonts and colour for slides |
| Today I solve this by | using pre-designed templates |
| I feel | unsure |
| When | I create designs myself, but don't know how to improve |
| Today I solve this by | asking for help or leaving the design as it is |

Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.





Charlie

Design

Reasons to use product

Focus on outcomes, not features

Charlie studies visual communications and is interested in design. He has just started learning design and wants to know the basics of useful theory, and wants to jump to practical tasks for his studies as soon as possible.

Knowledge and Skills

What do I know? What am I good or bad at?

Learned Photoshop and Illustrator via online tutorials, but feel a lack of fundamental knowledge of design basics. The knowledge on the subject is quite fragmented.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

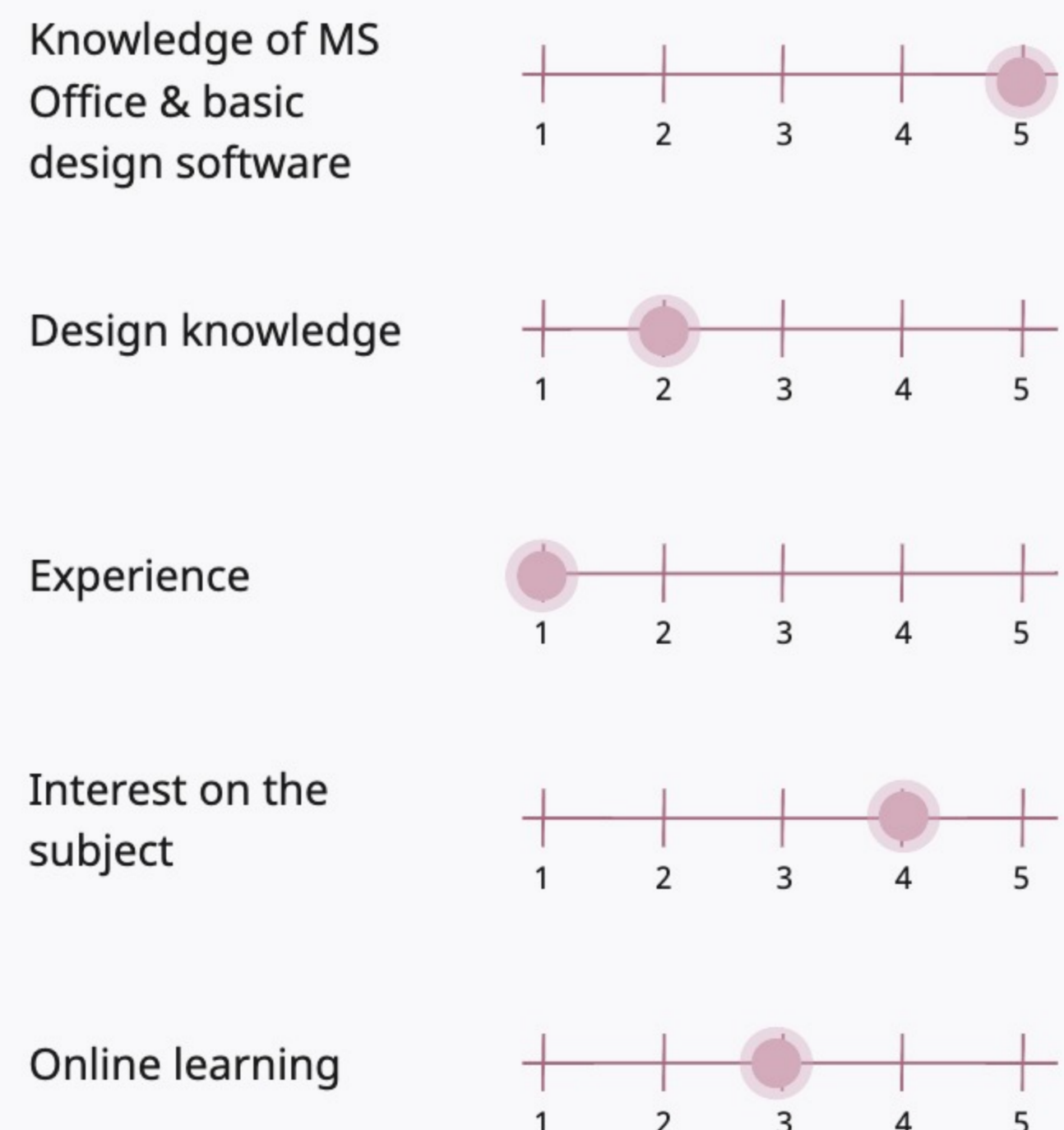
19 y.o., an undergraduate student at visual communications, tech geek, loves comics and action movies, interested in repeating designs he likes by following online tutorials.

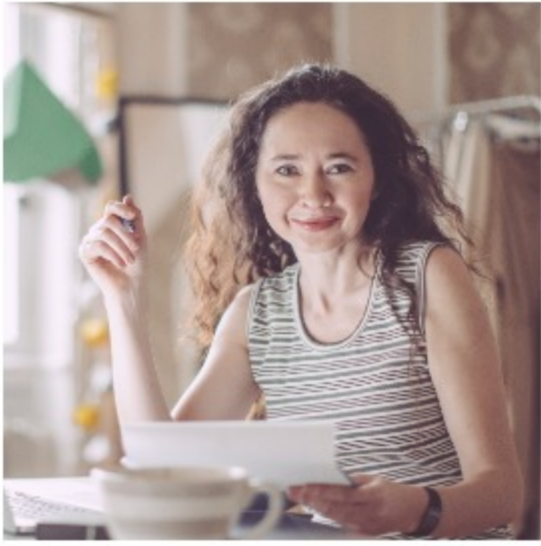
Biggest Frustrations

| | |
|-----------------------|---|
| I feel | frustrated |
| When | I google the subject and struggle to find relevant resources |
| Today I solve this by | clicking the search results with hope to find a nice resource |
| I feel | bored |
| When | I start learning the info I found as it's in text and pictures format without interactivity |
| Today I solve this by | looking for suitable tutorials on YouTube |
| I feel | happy |
| When | I find great articles but tired that all of pieces are in different places |
| Today I solve this by | bookmarking all the useful links I find on the subject |

Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.





Myra

Small business owner

Reasons to use product

Focus on outcomes, not features

Myra lost her job during the pandemic and decided to convert her life-long hobby into a small business. She loves sewing and giving new life to the old things, so she opened her small atelier, where she creates bags and pouches out of old outdoor gear. She runs a small store on Etsy and an Instagram account. She wants her content to stand out with design but knows nothing about how she can improve.

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Knowledge and Skills

What do I know? What am I good or bad at?

Active PC user, she often uses MS Office (PowerPoint in most cases) as the main instrument to create visual content for her online store and social media.

Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

47 y.o., two adult children who are doing their BA, previously worked as an account manager at the event agency. Loves unique hand-made pieces and loves to create something with her own hands. In her free time loves to visit art exhibitions and flea markets.

Biggest Frustrations

| | |
|-----------------------|--|
| I feel | indecisive |
| When | I try to create some visual content for my online store |
| Today I solve this by | spending a lot of time trying various designs |
| I feel | frustrated |
| When | I spend a lot of time on creating content and still am not satisfied with the result |
| Today I solve this by | giving up and leaving it as it is |
| I feel | inspired |
| When | I find interesting solutions for the design, but want to add more consciousness to the process |
| Today I solve this by | I don't solve it as consider that to be occasional success |

Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.

