

Sample User Persona – Yellow Pages Website

Troy, Customer Service Representative for Financial Services in Dallas, TX

Troy is a 38 year old customer service agent for Citibank. He is in the process of moving from Dallas to Chicago.

Troy has a bachelor's degree in history. He uses the computer daily, and he orders books and CDs online and uses the web for viewing his bank account balances. To find information about local businesses, he uses The Yellow Pages Website and searches by the name of the business. For information about businesses that he doesn't know the name of, Troy uses Google, but is frequently overwhelmed by the number of unrelated search results Google returns.

Troy works during normal business hours, so he frequently has to conduct personal business on his lunch hour or from his desk at work. He cannot make many personal phone calls from work, but he does have email and web access. Troy also doesn't want his boss to think he is spending too much time surfing the web during work hours. He is frequently interrupted while using the web if a co-worker enters his cube or if he receives a service call from a customer.

Troy's expectations from The Yellow Pages website

Troy is comfortable using the web to locate specific products (such as a specific book) or information (such as his bank account balance). He expects to be able to search for businesses by name. Troy is not as comfortable searching when he does not know the name of the business or product. Because he is frequently interrupted and needs to be discreet about surfing the web during work hours, Troy needs to be able to leave a search and return to it later.

Sample User Scenario and Goals

The scenario:

Troy is relocating from the Dallas Citibank office to the Chicago office. He plans to buy a home, but in the short-term, he needs to find an apartment complex that will do a month-to month lease. He wants to live in downtown Chicago, close to the Wrigley Field.

Troy has never moved to another state, so he is overwhelmed by all of the planning. He made a list to make sure he doesn't forget anything:

- Find apartment
- Set up utilities and phone
- Forward mail to new address
- Arrange for movers to deliver belongings to the apartment
- Get driving directions from Dallas to the new apartment
- Find a hotel along the highway along the route to Chicago

Personas, Scenarios, Goals, and Tasks

He doesn't know the names of any of the apartment complexes in Chicago or utility companies that serve the downtown area. He also does not know the name of a moving company, and he does not have any idea of how much he should expect to pay for the move.

Troy's goals:

- Select a business located between point A and point B (the hotel along the route)
- Select a business close to point A or within a specific geographic area (an apartment complex near Wrigley Field)
- Select a business based on products, services, or hours of operation (utility companies that serve downtown Chicago)
- Get directions to one or more businesses (driving directions from Dallas to the apartment)

Sample Tasks

- Search for business by name
- Search for business by keyword / description
- Search for business by location (address, city/zip, or landmark)
- View results
- View businesses on map
- Get phone number (call business)
- Get directions to single business
- Get directions between multiple locations
- Save business to favorites

For more information about improving your product's usability or integrating user-centered design methods into your organization, please contact us.

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