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# THE SECRET TO SUCCESSFUL USER PERSONAS

Victoria Lorenz | ICM 512 Week 4

# Phillip Martin

## Quotes



- “Running the gallery is enough work; I really don’t want to spend time trying to make an attractive website.”
- “I know I should hire someone to manage the site and socials but I would rather put the money toward something else.”
- “I just need our hours, current and upcoming shows, and contact info.”

# Phillip Martin



## *Demographics*

- Dual bachelor's degree in fine art and business management
- Full time gallery owner and art dealer
- Steady small business
- Has worked with art dealing for 15 years but new to owning a business
- Almost digital native – 42 years old
- Experienced with social media
- Mac user
- Safari default browser

# Phillip Martin



## *Goals*

- Own a successful art gallery hosting shows and selling clients' work
- Increase patrons / encourage people to visit the gallery
- Host special events with food and drinks
- Content includes:
  - Oil painting
  - Acrylic painting
  - Charcoal drawing
  - Sculpture (small scale)
  - Mixed medium
- Attract future clients
- Appear professional and experienced
- Easy access for contact information, upcoming events, and kinds of work available for sale

# Phillip Martin



## *Journey*

- Phillip currently uses a free version of **Square Space**. He **does not own a domain** because he **has not committed to a content management system** yet. He wants to understand all of the available options before choosing one because he knows **he will be the one to design and manage the website**. So far, he has found Square Space straightforward and easy to use.
- Phillip has **never built a website before** but **gets ads for Square Space** on YouTube. He is intrigued by Square Space because it is **targeted at small business and has an e-commerce feature**.

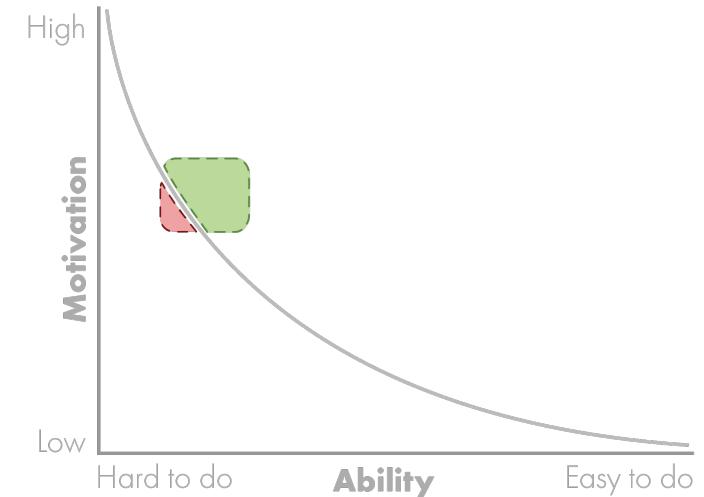
# Phillip Martin



## *Motivation vs. Ability*

- **Motivating Factors**
  - Drawing in more customers and clients
  - Increasing sales, seeming like a more legitimate business
  - Having somewhere to direct people for more information
- **Inhibiting Factors**
  - Very busy running the gallery and coordinating with clients
  - Low confidence in his ability to build a website
  - Not sure if a website is necessary or if social media is good enough
- **Possible Triggers**
  - Big shows coming up that he wants to advertise
  - Feels embarrassed when he does not have a site to show clients
  - Wants to attach a website to his business on Google

**MOTIVATION VS ABILITY**



# Phillip Martin

*Influencer – Client*

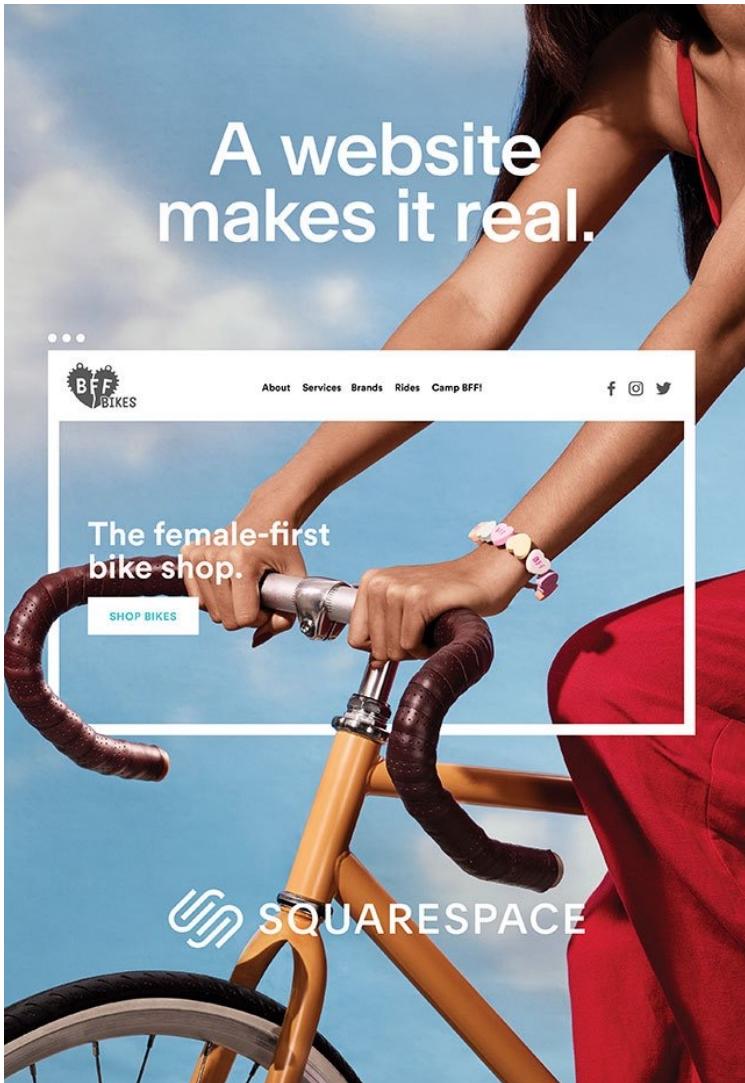


- “I don’t know what I would do without my website. Having one that looks good helps a lot with exposure.”
- “I think paying for the site is worth the money because it helps you sell more. I like the templates in Square Space.”
- “It was definitely worth buying your domain so you don’t have ads. It makes it look super clean.”

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# Phillip Martin

Influencer – YouTube Ad



- “We believe in the power of the individual to make great things.”
- “Square Space is perfect for your small business.”
- “E-commerce just got easier.”
- “This system allows designers to improvise and create infinite variations while always maintaining a consistent visual thread.”

*The Secret to Successful User Personas*

# Phillip Martin

*Influencer – Industry Peer*



- “I had my niece set mine up and used Square Space. She taught me how to edit it and its pretty easy.”
- “I think Square Space is worth the extra money because I know people who use Word Press and it shows.”
- “I really like the e-commerce option for selling to people who can’t come into the gallery like out-of-staters.”

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# Phillip Martin

*Environment – Home*



- **Device:** laptop
- **Think:** “I need to tweak the dates for this show; I thought the artist said they would be here until the 17th.”
- **Feel:** rushed to make the change so customers don’t see the wrong date
- **Hear:** dishwasher running, partner in the shower
- **See:** laptop open to internet browser, viewing an email from the artist

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# Phillip Martin

*Environment – Gallery*

VI



- **Device:** laptop
- **Think:** “I’d really like to add more images of the gallery. The photos I just took look so good.”
- **Feel:** excited to share the beautiful interior with customers and encourage people to come in
- **Hear:** gentle background music, cars passing on the street outside
- **See:** afternoon light in gallery, car and pedestrian traffic outside

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# Phillip Martin

*Environment – Winery*



- **Device:** laptop
- **Think:** “This partnership is going to be amazing for our next gallery event. I can’t wait to advertise it.”
- **Feel:** excited about professional connection that will draw in more customers to coming events
- **Hear:** Ambient music, people chatting about wines
- **See:** Elegant interior, bottles of wine

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# Victoria Lorenz



## Quotes



- “It was just so much easier to make my portfolio in Square Space.”
- “Making my blogs in Word Press always takes so much longer than I think it’s going to.”
- “I’ve been thinking of switching to Word Press when my Square Space subscription runs out but I don’t know if it’s worth the effort.”

# Victoria Lorenz



## *Demographics*

- Recent college graduate
- Part-time paid position as graphic design intern
- Limited available funds
- Digital native – 22 years old
- Experienced with websites
- Very basic knowledge of code
- Mac user
- Chrome default browser

# Victoria Lorenz



## Goals

- Create a portfolio that clearly displays her work in a flattering manner
- Content includes:
  - Print projects
  - Static digital projects
  - Motion graphics
  - Hand drawn art
- Attract future employers and clients
- Make a memorable impact on site visitors
- Appear professional and experienced
- Make future employers and clients feel confident in her ability to design
- Easy access for background information, contact information, and complete resume

# Victoria Lorenz



## *Journey*

- Victoria currently uses a paid subscription to Square Space. She **owns her domain** (victorialorenzdesign.com) until January 6th and **subscribes to the personal plan**. She chose the personal plan because it is the **cheapest available** at \$168.00 per year and got a **50% student discount** for her first (and only) year.
- Victoria uses Word Press only for school assignments because it **is required**. She has a **free plan** and does little to update the site beyond assigned blog posts. She **does not associate it in any way to her portfolio** on Square Space or professional image on networking platforms including LinkedIn.

# Victoria Lorenz



## *Motivation vs. Ability*

- **Motivating Factors**

- Getting a job
- Provide a snapshot of herself to future employers and clients
- Show off her ability to design
- Offer insight into who she is as a creative

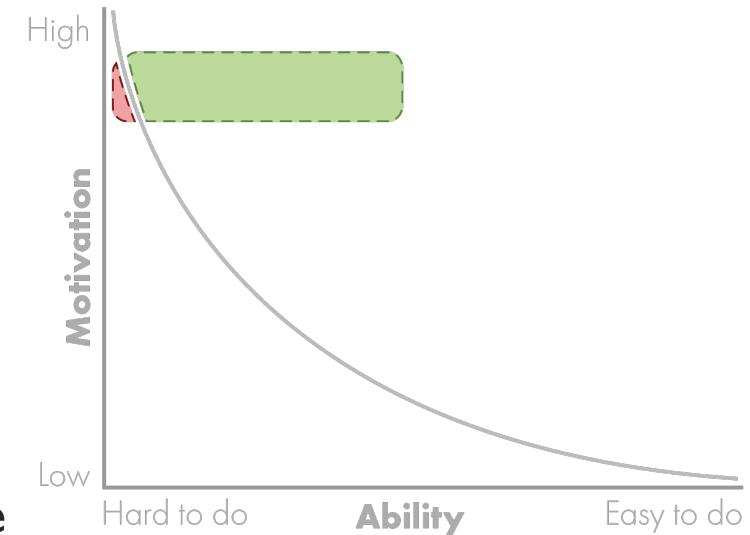
- **Inhibiting Factors**

- Worried she does not have the coding skill or knowledge to make an attractive and functional site with Word Press
- concerned that her Square Space site won't stand out enough

- **Possible Triggers**

- Domain expiring
- Upcoming graduate program portfolio capstone
- Looking for full-time jobs
- Creating more work to share and display

**MOTIVATION VS ABILITY**



# Victoria Lorenz

*Influencer – Professor*



- “I prefer Word Press but also have sites using Square Space – they’re more quick and dirty.”
- “Word Press lets you customize more and gives you more freedom over how you want your work to be seen.”
- “You already have experience with Word Press from class so it shouldn’t be as hard to make your portfolio.”

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# Victoria Lorenz

## Influencer – Peer



- “Now that we have the choice, there is NO WAY I would pick Word Press.”
- “The student discount makes Square Space way more worth it.”
- “Sometimes customizing stuff on Square Space is way more difficult than it needs to be but it’s still better than trying to figure out ‘categories’ in Word Press every semester.”

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# Victoria Lorenz

*Influencer – Alumni Mentor*



- “I think you’d really like Word Press if you have the right plug-ins.”
- “What do you really want out of the site? If you plan on updating it a lot then Square Space might be better, but if you plan on keeping the same design you could do it once in Word Press and be done.”
- “You can make either one work; it just comes down to which one is better for you.”

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# Victoria Lorenz

*Environment – Home*



- **Device:** laptop
- **Think:** “I just want to update this new project quickly so I can talk about it in my interview later.”
- **Feel:** confident in her ability to make swift changes in copy and imagery
- **Hear:** music playing out loud
- **See:** laptop open to internet browser, television on in the background

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# Victoria Lorenz

*Environment – Academic Building*



- **Device:** laptop
- **Think:** “Now that I finally have the copy written and the images ready I can add this project to my site!”
- **Feel:** excited to have new work but dreading copying and pasting copy
- **Hear:** music in earbuds, ambient sounds of people
- **See:** people walking by

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# Victoria Lorenz



## Environment – Coffee Shop



- **Device:** laptop
- **Think:** “I can’t wait to add my resume with my new work experience from my summer internship.”
- **Feel:** proud of accomplishments, excited to share information
- **Hear:** Ambient music, barista calling order names, door opening & closing
- **See:** People picking up their orders, cars driving by outside

# Victoria Lorenz



## *Persona Matrix*

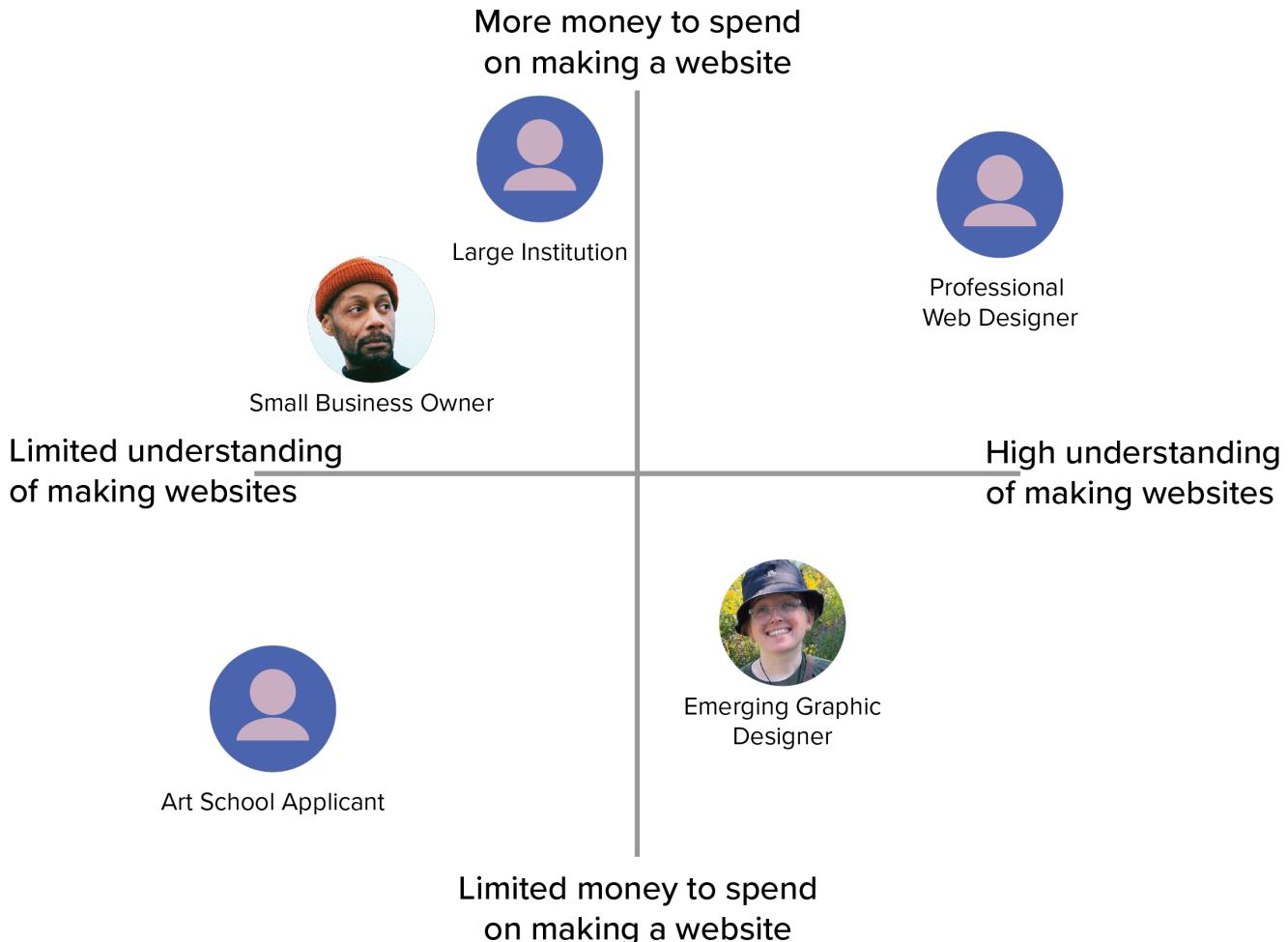
- **Large Institution:** the large institution needs a good website and has budgeted money for it. They have limited knowledge about building websites and will hire someone to make their site for them.
- **Small Business Owner:** they have some experience with building websites with free accounts on content management systems. They can allocate some money to building their website but want to save as much as possible.
- **Art School Applicant:** they are most likely a high school senior and need a way to share their art for the application process. Some applications require a website for their portfolio. They are fluent with technology but have never made a website before.
- **Professional Web Designer:** they have high knowledge of code and content management systems and have built over 20 websites from scratch. Because this is their profession, clients pay them large sums to build their websites.
- **Emerging Graphic Designer:** they need a website for their portfolio and have some experience with making websites. They have limited knowledge of code but are well versed in content management systems.

# Victoria Lorenz



## PERSONA MATRIX

How does this Persona fit, in the context of other Personas



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