Module 4
Creating Comprehensive User Personas
Product: www.Reddit.com

By: Angel Vazquez

Module 4:
Creating Comprehensive Personas

User: Angel Vazquez

Profile photo
- A redditor
- Someone interested in learning
- A young professional
- At home
- With/without other family or friends in the picture
- Confident about this tech
- Business casual or home attire

Quotes
"As far as reddit goes, I believe it is designed for function over aesthetics".

Role
User/ User experience designer

Demographics
- Some post grad work done
- UX Designer
- Reads during free time
- Writes during free time
- Bilingual
- Many hobbies and interests

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Goals
- To view and consume content tailored to the individual
- To contribute to a reddit community I enjoy
- To use the reddit platform to affect the community positively
- Doesn't want a single take on a subject or article, but multiple viewpoints

Journey
- User picks subreddits that interest them
- Content is then curated on their homes screen
- User reads, participates in discussions
- UI could be better
- Forum/comments could get convoluted and hard to follow/read/filter through

Motivating factors
- Getting customized experience
- Engaging with community

Inhibiting factors
- Clunky UI
- Information overload

Possible triggers
- Server crashes
- Mediocre app

Influencer 1
- Other redditors who engage with user online

Influencer 2
- Other redditors who discuss reddit in person

Influence 3
- Dislike for traditional news outlets
- Dislike for nonpersonalized media

Context 1
-Desktop PC
   When at home or work

Context 2
-Laptop and tablet devices
   At work or school looking up info or inbetween work

Context 3
-Mobile app
   Anywhere on the go: Bus, train, car passenger, etc.

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User: John H. Mathews

Profile photo
- Middle age (30's)
- College education
- Professional or casual attire
- Single or family

Quotes
"Reddit is my #1 source of news and media information because of both the quickness of story delivery and integrated discussions".

Role
- User
- Contributer

Demographics
- Corporate job
- Reader
- Opinionated, open to discussions

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Goals
- To view and consume content tailored to the individual
- To contribute to a reddit community he enjoys
- To consume content as soon as it is published
- Prefers open discussion

Journey
- User picks subreddits that interest them
- Content is then curated on their homes screen
- User reads, participates in discussions

Motivating factors
- There to discuss similar interests with other people
- Engaging with different subreddit communities

Inhibiting factors
- Hard to organize popular comment threads
- Information overload

Possible triggers
- Can be time consuming
- Too many promotions
- Confusing UI when first using the site

Influencer 1
- Hobbies he cares about

Influencer 2
- Other redditors who discuss reddit in person/online

Influence 3
- Other friends are redditors as well

Context 1
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Persona Matrix for John

John fits in closely to the Avatar reddit was designed for. He shares many of the same goals as Angel although from different backgrounds. I think this is the type of persona that a designer or researcher is looking for when looking for users with similar goals for the product they Design.

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Persona Matrix for Angel

I am a real fan of this product (reddit). I feel that just like youtube, it is a great modern/futuristic platform and product. I share the similarity with John that we both use reddit as our main source of news and digital media consumption. The topics and articles we learn about through reddit come from other sources and that allows us to explore more of those sources and media.