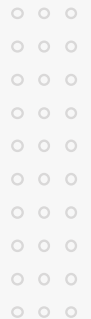
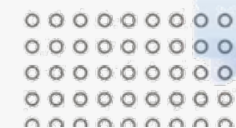
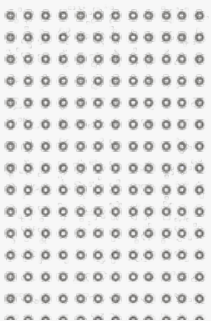


**Politecnico  
di Torino**



# Applied Data Science Project

L 18 – The Users personas



# Service design

## Technology and data enable services.

Technological change resulted in the Industrial Revolution, which changed the way companies worked and offered many new possibilities.

## Humans have individual needs

Clients are complicated. They have individual needs and expectations that can't be standardised.

Depending on the context and situation, every person has different needs, even for the same service.

**The mechanics of human behaviour play a much bigger role in information chains. Especially in services where clients are directly involved in the process.**

**No technology or system can cope with the individual needs of clients sufficiently.**

## Services...

1. Are not tangible
2. Are not separable from consumption
3. Cannot be stored
4. Cannot be owned
5. Are complex experiences
6. Quality is difficult to measure

Source: Mager, Birgit: Service Design – a review. Hollins, Bill: Design and its management in the service sector.

Services happen over time and across several **Touchpoints**. Clients perceive services on many different levels. The overall interface and experience connect is a combination of the experiences of all Touchpoints.

# Service design core principles

- Understanding and embracing the **users' perspective** to provide optimal user experience.
- Designing for the **experience as a process** lasting over time, from the beginning to the end of the service.
- **Collaborate** with users, collecting data from the real world to foster the development
- **Test and iterate to collect** user feedback.

Which is the role of the data scientist in this process?

- Provide data and analysis to understand user needs
- Collect and analyse data to test and improve services.
- Monitor services over time to improve it

# Understanding the perspectives

Imagine a music streaming service wants to improve the experience of its users.

In particular, the business developers wants to:

- Reduce the abandonment of customers (e.g. 15%)
- Increase the service usage time (e.g. 20%)
- Improve the satisfaction of customers (e.g. 10%)

**What are the needs and wants of the end users?**

**Can we translate the strategic goals into users' needs?**

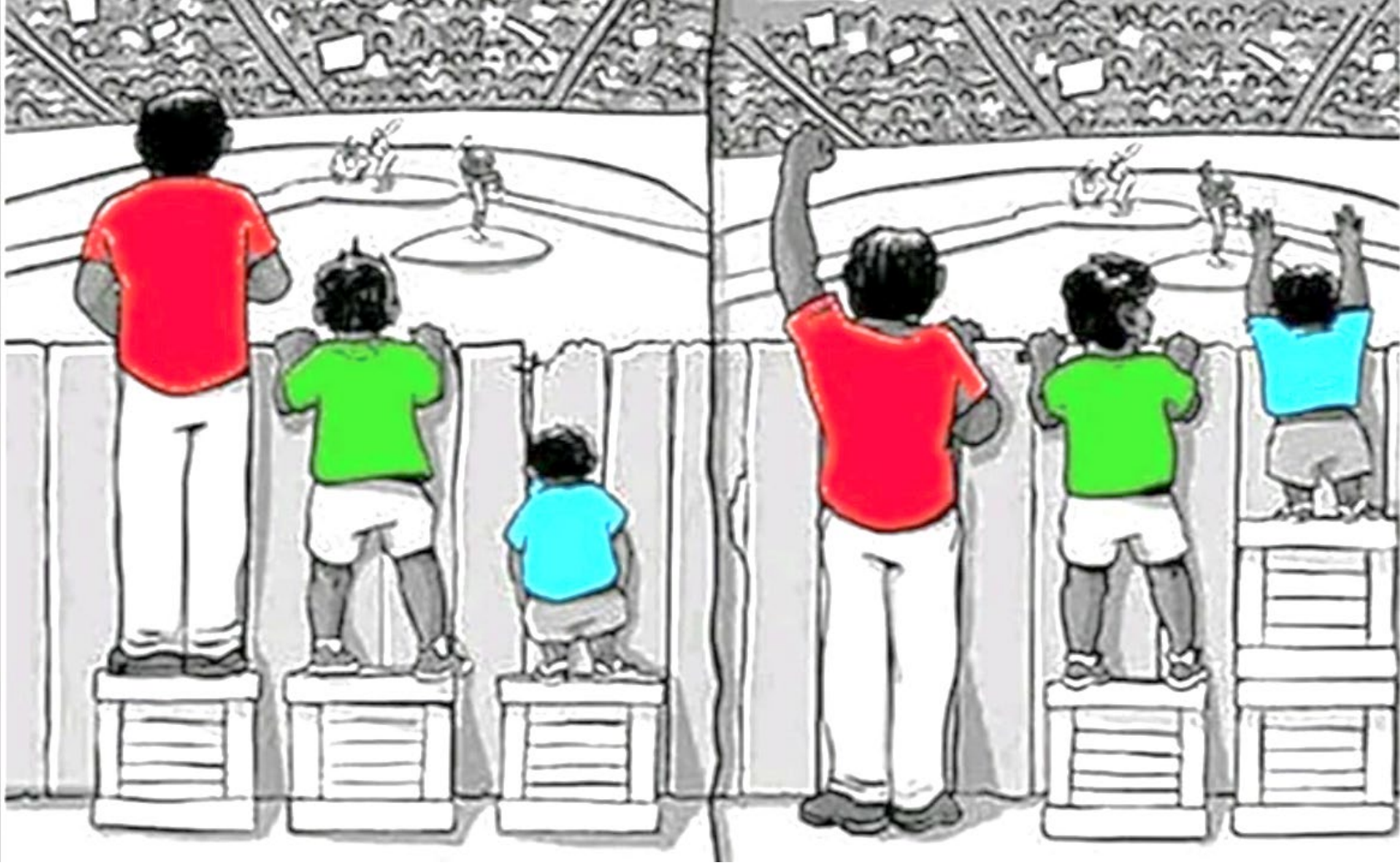
- Why they abandon the service?
- When did they abandon the service?
- What functions do they prefer?
- What does make the service the unique way to list music?

We are not the user  
The user is not the boss...  
And not even a colleague, a  
friend, the desk mate...

- We need to access to the users' knowledge (both explicit and implicit)
- In many situations, observers, listeners, and researchers are not allowed, so we need for indirect knowledge.
- Gathering information to know and map the mental models of users allows us to get out of **our perspectives** and biases and design solutions widely usable and accepted.



# THE AVERAGE USER DOES NOT EXIST.

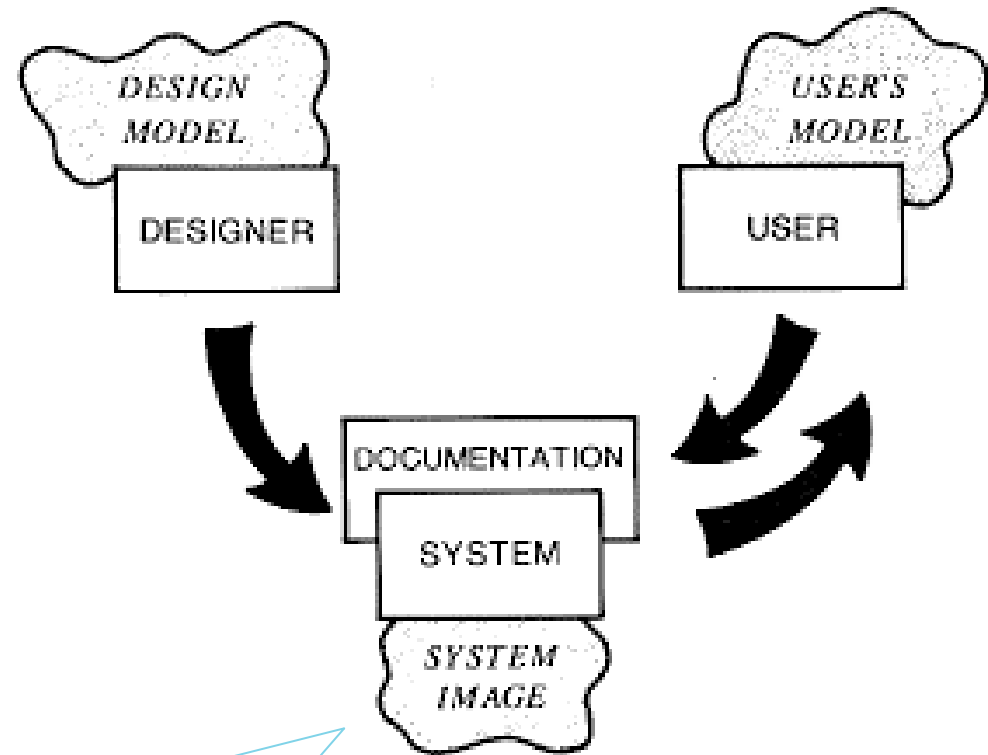


# 1 project, several mental models

**We all create mental models** that explain and organise our actions and interactions with the world.

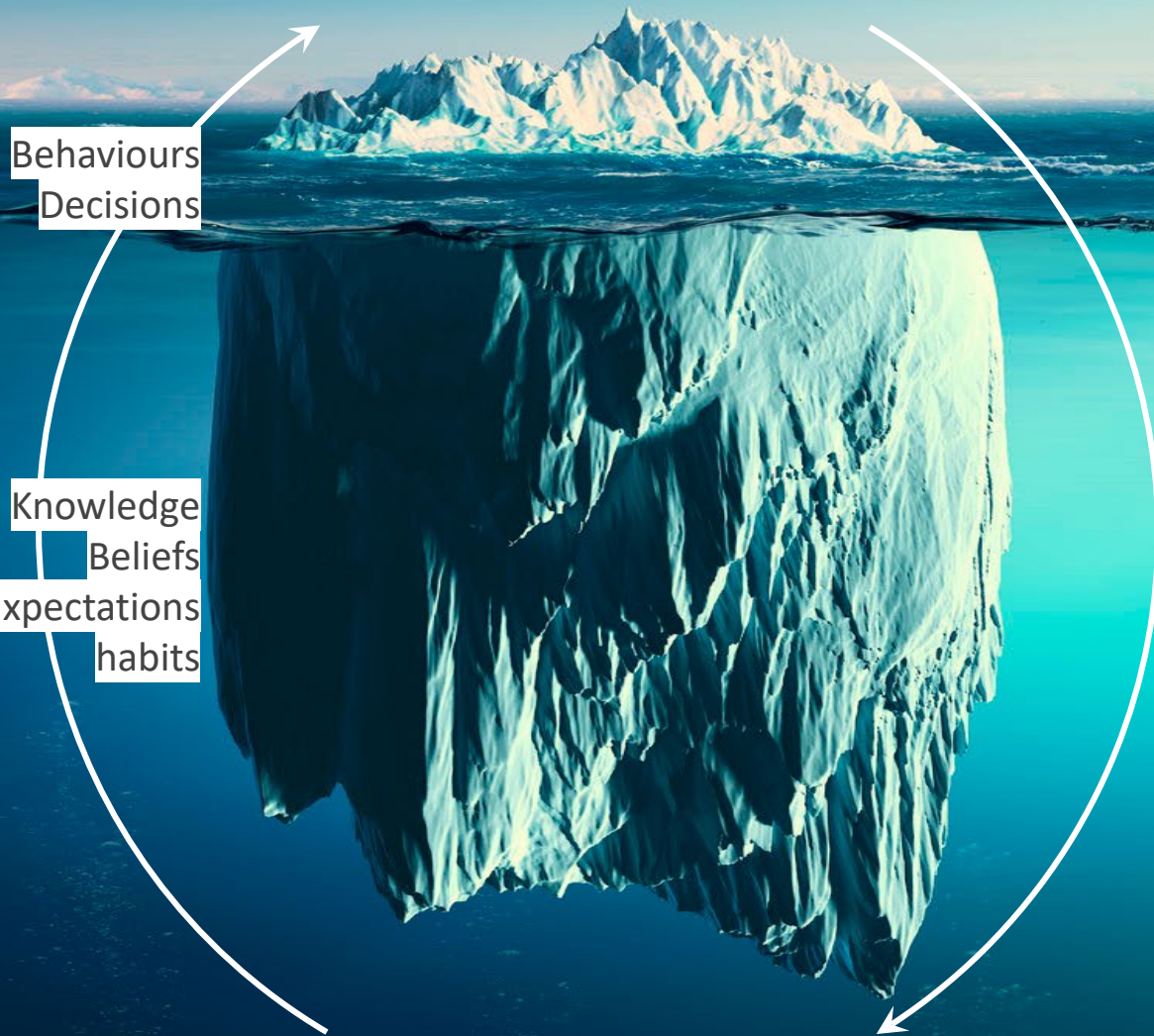
The mental models we create derive from **what we can perceive of a system, its structure and visible behaviours.**

If the system image is incomplete, inadequate, or inconsistent, a weak usage experience will occur.



*The system image is the mental model materialised by design activities, and that will be developed.  
It is like a text open to interpretation*

# A matter of mental models.



A mental model is an **internal mental representation** of the **perceived real world** and the **relationships between its various parts**.

A mental model contains **knowledge, beliefs, expectations and habits** deriving from our perceptions, direct and indirect experiences.

We develop mental models on any aspect of the experience, including the **digital systems we use, through intuitive perceptions of their actions and consequences**

**Mental models** drive our decision and behaviours (including the interaction with systems)



## Mental models



### How to book a flight

We have our **habits** when searching for a flight and the information we will need along the way.



### How to drive a car

We expect what are the **main commands** to interact with, what the car can do and **how to drive it appropriately in our country**.



### How to use IM apps

We expect **messages** to come back in real-time and to send attachments like photos and GIFs.

We expect **to be notified** as soon as someone has responded.



### How to interact with a bot

We usually ask for information and provide commands. We expect replies in a very short time and we expect event negative feedback.

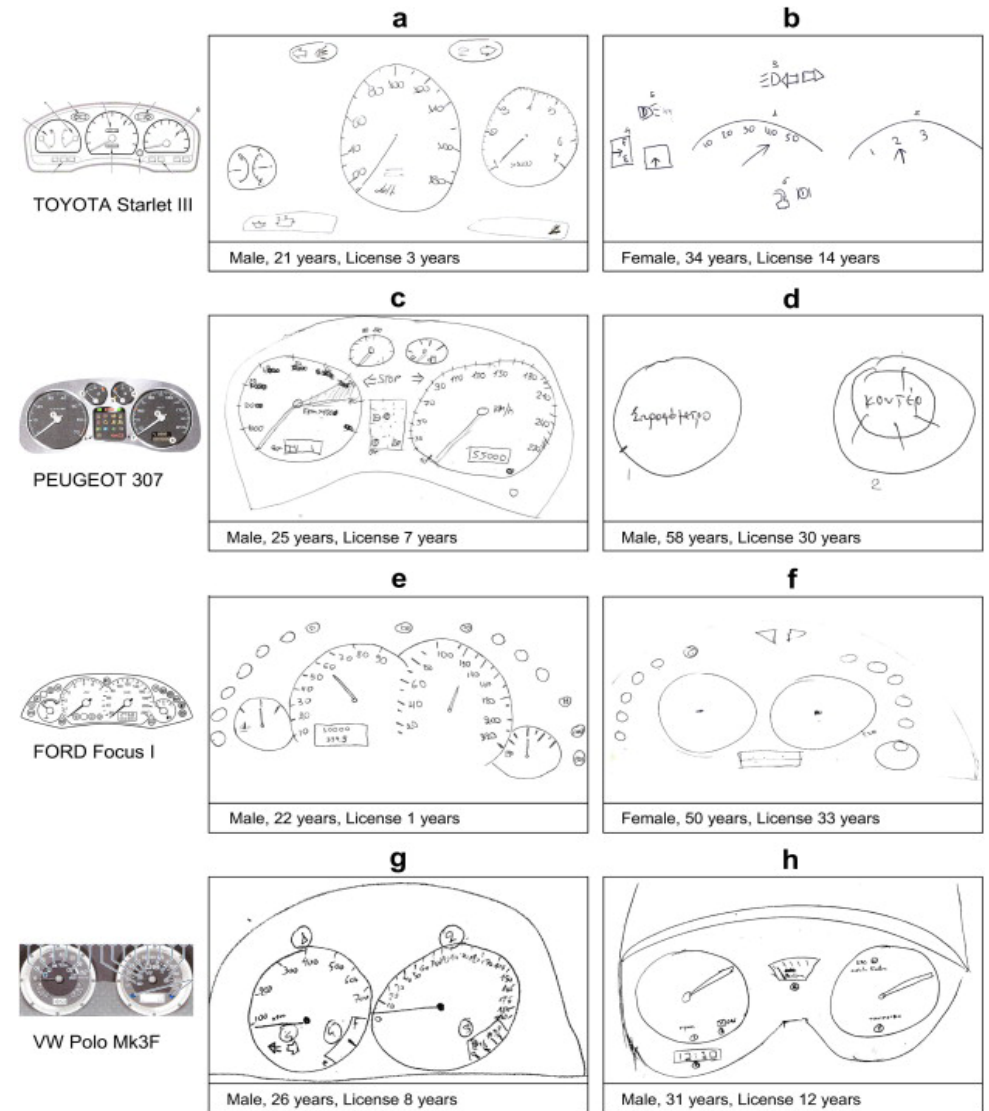


# Mental model and operational images

Mental models result in the interaction with the systems. What we remember and how we represent them show that we use a task-oriented memory, excluding details not useful (interesting, emotional).

We store a big picture that is:

- **Incomplete** (or **essential**)  
as it better focuses on some aspects to the detriment of others
- **Unstable** (or **flexible**)  
as it changes over time, with experience and time, highlighting some details and forgetting others.
- **Thrifty** (or **efficient**)  
since it aims to reduce the mental workload

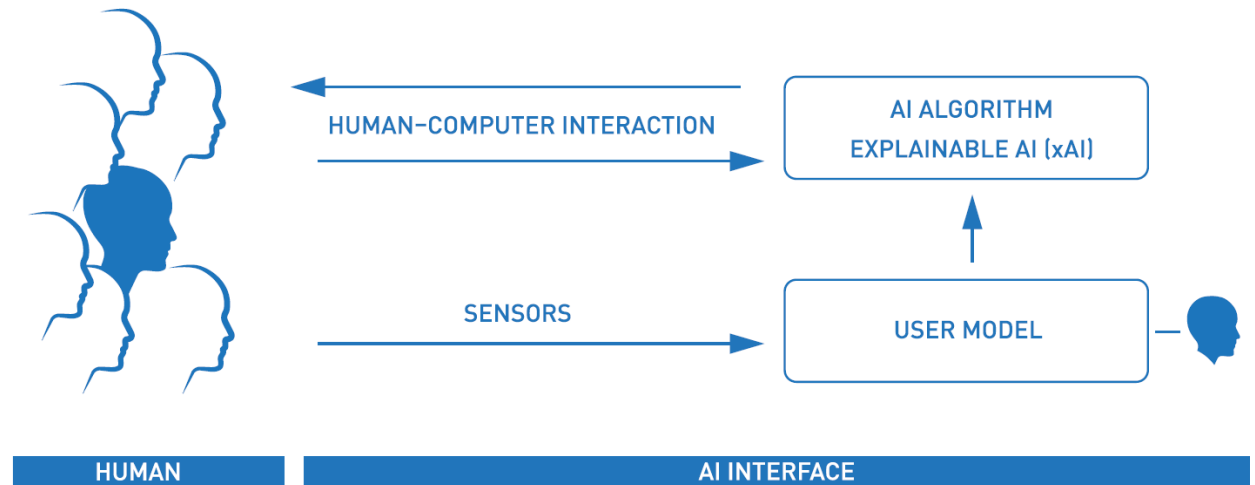


# Why model humans?

The simplicity and convenience of advanced systems, such as human-AI interfaces, with the increase in machine decisions, requires a **deeper understanding of the human experience with algorithms**

Model the humans to shape better systems that can:

- show **human-like behaviour**, e.g. in communications systems such as chatbots
- provide certain **autonomy**, e.g. humanoid robots in health support
- exhibit **contextual understanding**, as in advanced natural language translation systems based on NLP
- solve classification problem-solving, e.g. in the medical domain
- enable intelligent interaction, such as voice input or facial recognition
- ...



**FIGURE 1.** Human-AI interfaces differ in many ways from classical human-computer interfaces: they learn unobtrusively from our interaction behavior, store every interaction and can react adaptively and even make predictions about our next behaviour. They acquire some degree of human-like cognitive, self-executing, and self-adaptive capabilities and autonomy, and produce unexpected outputs that require non-deterministic interactions.

# Google PAIR paradigm

**User Needs + Defining Success**  
Even the best AI will fail if it doesn't provide unique value to users.  
[Read more →](#)

**Data Collection + Evaluation**  
Decide what data are required to meet your user needs, source data, and tune your AI.  
[Read more →](#)

**Mental Models**  
Introduce users to the AI system and set expectations for system-change over time.  
[Read more →](#)

**Explainability + Trust**  
Explain the AI system and determine if, when, and how to show model confidence.  
[Read more →](#)

**Feedback + Control**  
Design feedback and control mechanisms to improve your AI and the user experience.  
[Read more →](#)

**Errors + Graceful Failure**  
Identify and diagnose AI and context errors and communicate the way forward.  
[Read more →](#)

- Who are your different **user groups**?
- What **primary goal** will each user group have?
- What is the **step-by-step process** that **novice users** from each group currently use to accomplish the task that the AI system will accomplish? **How uniform or variable is this process?**
- What is the step-by-step process that **expert users** from each group currently use to accomplish the task that the AI system will accomplish? How uniform or variable is this process?
- What **mental models** might already be in place based on the step-by-step process and any **non-AI-driven tools** used by each group?
  - Which data they need and use?
  - Where and how they search them?
  - Which information shaper their decisions?
  - Which are the biases related to belief, habits, or context?



\*From French "biais", that is an oblique shot (in the game of pétanque)

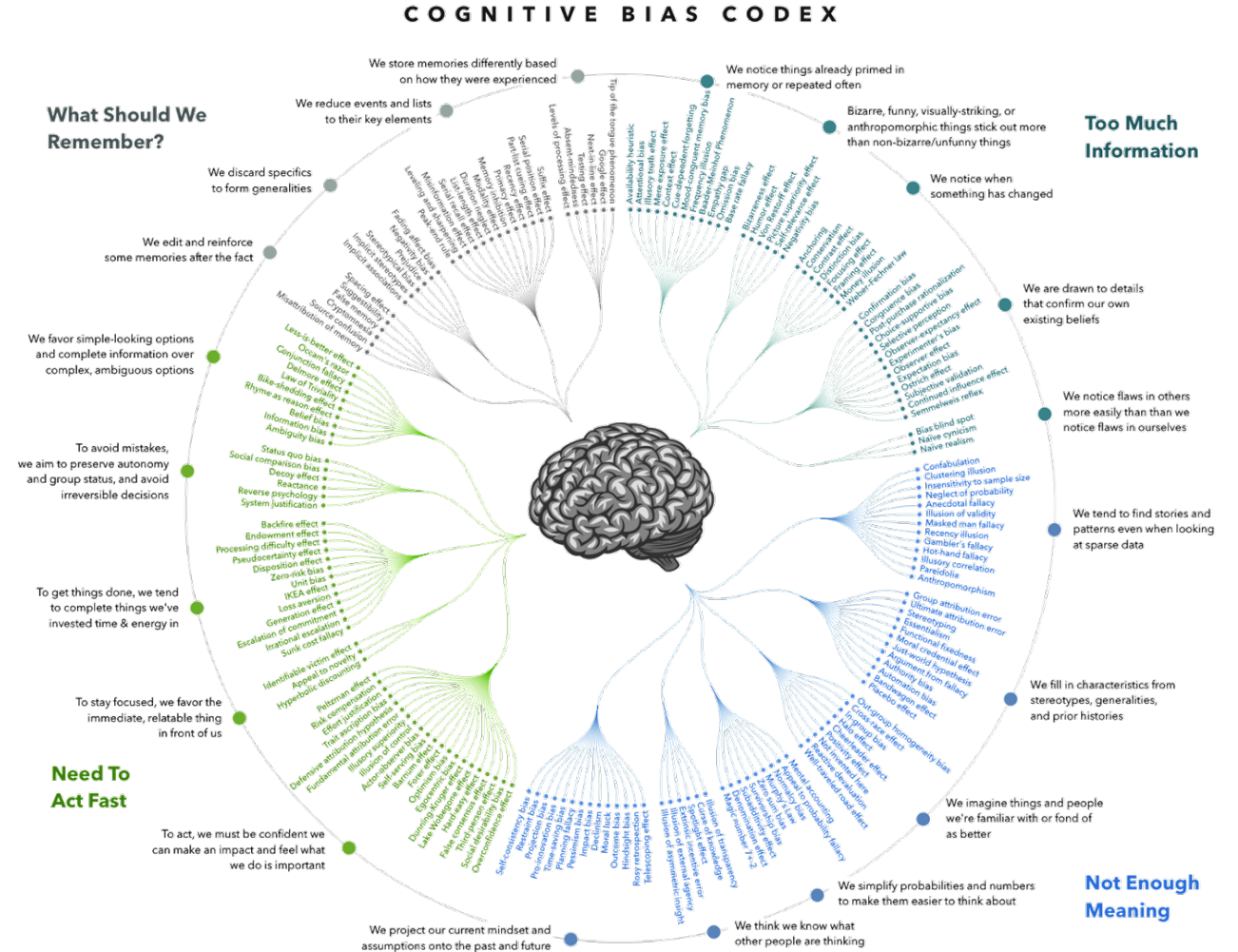
Systematic errors that shape our judgments in ways that do not correspond to reality (prejudices).

They results in heuristics (decisions) that may be be incorrect and not adequate to the situation

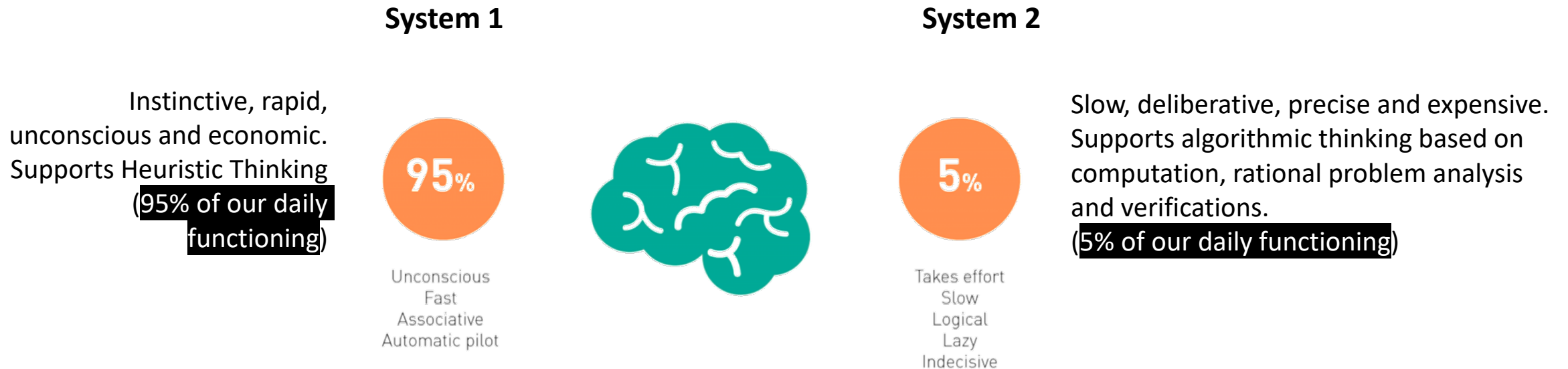
## COGNITIVE BIASES

assessments based on prejudices or emotional states, and reinforced by the characteristics of the information:

- excess of information
- lack of information (COMPENSATION)



# The origins of biases and heuristics



The conflict between the two systems causes our systematic errors (BIAS)



# Algorithmic bias

In the data cycle, the main vulnerability is the **algorithmic bias**:  
When the algorithm favours some results over others,  
it often reinforces privileges held by dominant social groups.

“Bias in algorithms can emanate from **unrepresentative or incomplete** training **data** or the reliance on flawed information that reflects **historical inequalities**. If left unchecked, biased algorithms can lead to decisions which can have a **collective, disparate impact on certain groups** of people even **without the programmer’s intention** to discriminate.”

[Lee, Resnick and Barton](#)

There is a power and **informational asymmetry** between developers and users, which end up deploying algorithms that function in a “[black box](#)” style and whose criteria and methods are unknown to users.

DATA are not neutral,  
The description of the  
phenomenon sets the field for the  
real context application.

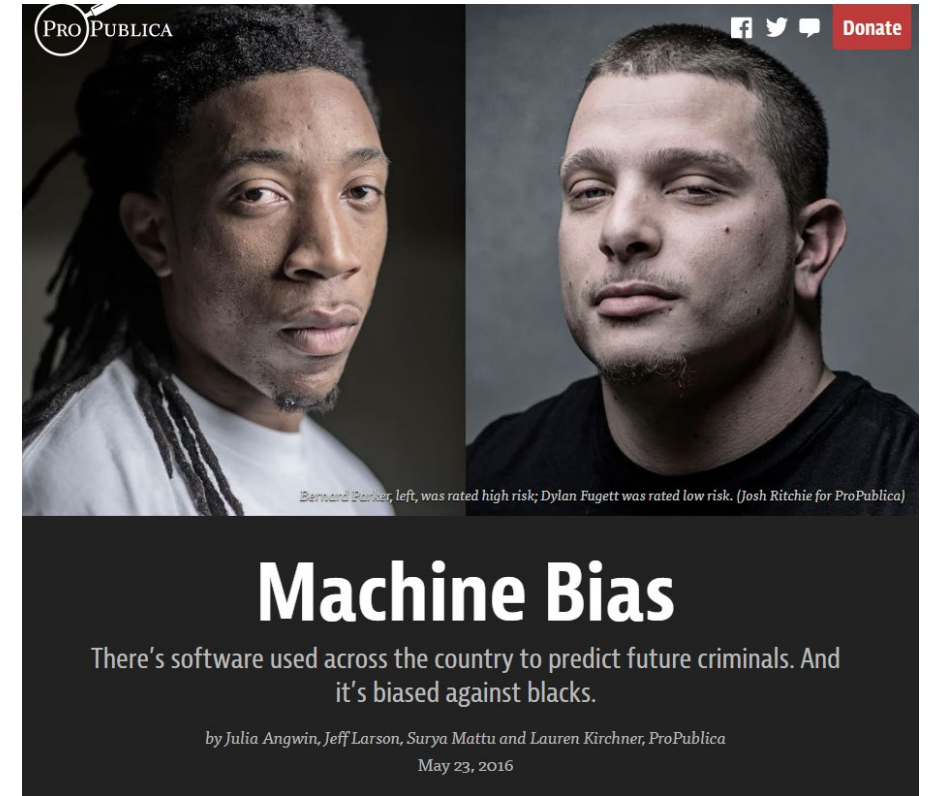


# Algorithmic bias

## ***Pregiudizi algoritmici:***

- Racial prejudice in the USA in the system of predicting the risk of recidivism to decide on a prison sentence or probation. [ProPublica](#) (investigative journalism agency) demonstrated the error of the algorithm (assigned twice the rate of recidivism to black people)
- Gender bias in financial services. When [Apple e Goldman Sachs](#) Appl launched a new type of credit card, several customers noticed that the software granted men 10 to 20 times the amount of credit.

In both cases, the companies denied the allegations but refused to disclose the procedures and data used.



PRO PUBLICA

Facebook Twitter Messenger Donate

*Bernard Parker, left, was rated high risk; Dylan Fugett was rated low risk. (Josh Ritchie for ProPublica)*

## Machine Bias

There's software used across the country to predict future criminals. And it's biased against blacks.

*by Julia Angwin, Jeff Larson, Surya Mattu and Lauren Kirchner, ProPublica*  
May 23, 2016



# Most common biases > information overload

## Confirmation bias

the most common unconscious mechanism to find evidence (select, accept data) in favour of our opinion and repulsion towards the unknown.

## Exposure effect

confidence in data that are available or that we've been recently exposed

## Outcome bias

we make decisions only on past experiences  
«we have always done so»

## Polarization pattern

tendency to see significant data relationships, even when values are random (we are wired to see models even where do not exist)



# Most common biases > lack of information

## Automation bias

our tendency to favour outputs generated by automated systems and to ignore contradictory information made by non-automated systems, even when correct.

## Defect of knowledge

we attribute the same degree of our knowledge on the topics in question

## Stereotypes

rigid and generalised opinions, not based on direct experience and regardless of the assessment of individual cases)



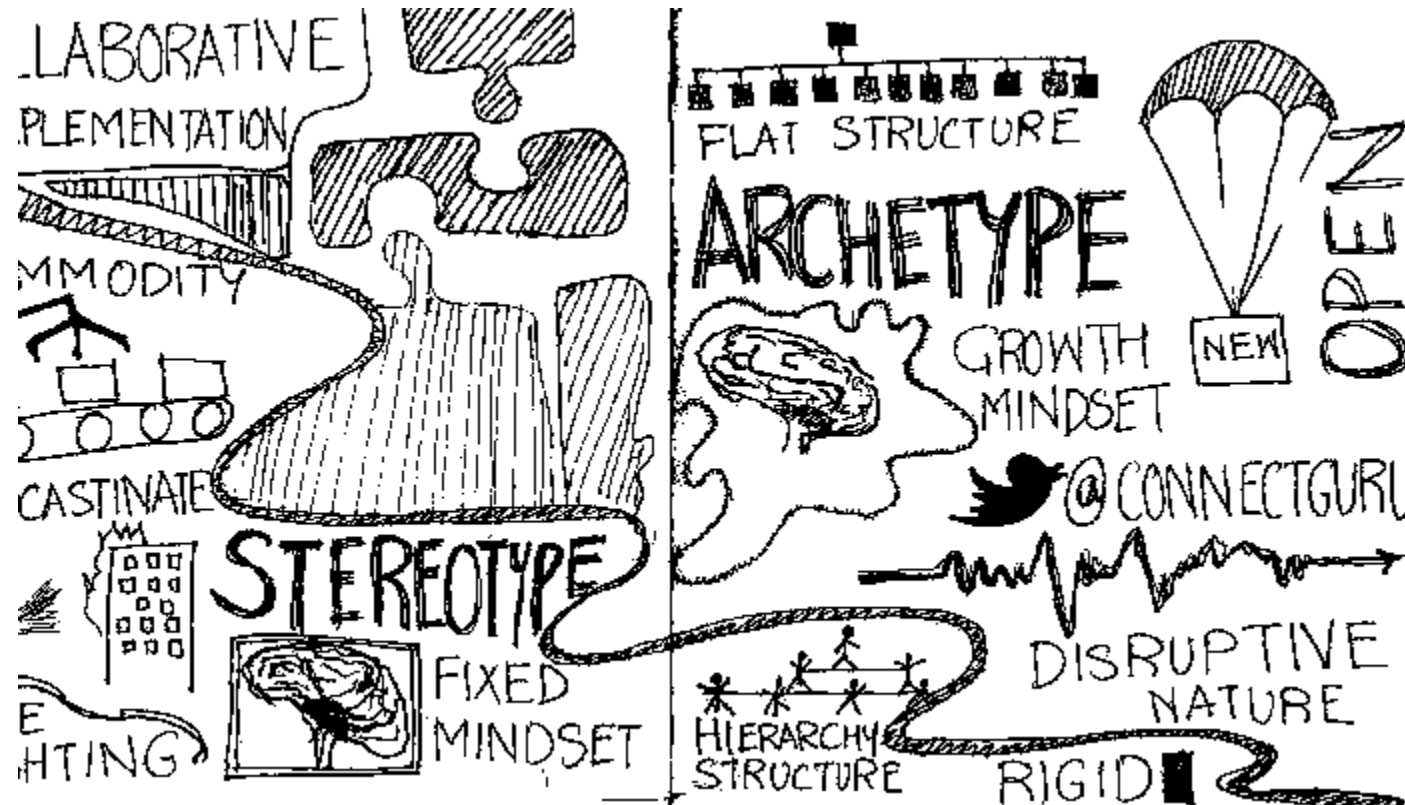
# Stereotype vs archetype

**Stereotypes** are simplified, generalised ideas about a group of people. They can be positive or negative, but they are often **based on inaccurate or incomplete information**.

- stereotypes can lead us to make not accurate assumptions (e.g. all gamers are young, male and antisocial)

**Archetypes** are universal symbols or **patterns** that are found in stories and data. They represent fundamental human experiences and motivations.

- archetypes can help us to understand the underlying needs and desires of users.



# Which stereotype can affect your project?

ADSP Projects	Stereotypes	Data sources	Archetypes
1) Predictive model for Humanitarian Aid	“immigrants primarily hold low-wage jobs and hurt the economy”	Germany calls for more immigrants to fix its shrinking economy, <a href="#">Financial time</a> , <a href="#">Reuters</a> (2023)	Employers Employee Candidates
2) , 3) Object Recognition and Object Collision Detection	...		
4) Cross-modal Retrieval Project	...		
6) Urban Air Quality Assessment and High-Resolution Temperature Mapping	Non-experts rely on basic sensory cues to perceive air quality, such as visibility, smell, or feel; neighbourhood halo effect;	Air pollution perception bias: Mismatch between air pollution exposure and perception of air quality in real-time contexts ( <a href="#">2019</a> )	Citizens CEO of industries Physicians Public officers
7) Heat Forecast	People don't see heatwaves as a pressing issue.	5 things we've learnt about people's experiences of heatwaves ( <a href="#">2018</a> )	Frail citizens (elderly, pregnant, children, chronic patients) Red cross and responders Physicians Public officers
8) Pre-training language model on Electronic Health Records 9) Incorporating Patient Preference Studies into clinical research and decision models	Black patients are more likely than White patients to be described in negative terms	Electronic Health Record Notes May Be Perpetuating Biases ( <a href="#">2022</a> )	Patients (various) Physicians Medical institutions Insurance companies

# HCD | THE USERS PERSONAS

# User Personas

Design technique was introduced In 1999 by Alan Cooper, aiming at **capture, communicate and use the research findings**

Personas are **data-driven portraits** of **archetypical stakeholders**

that help designers and developers focus on the needs and goals of target users throughout the product development process.

- based on user research, they are not meant to be literal descriptions of any individual user.
- help team project members to overcome their biases by forcing them to think about their users as individuals with their own unique needs and goals.

**Grounded in real user research**, Personas layout includes:

- Research findings encapsulated in many individual user portraits
- **Users' goals and needs supporting the ddep understanding of them by the sceintists and dev people.**
- **Data and features prioritised** based on a clear understanding of which user groups will benefit.

The image shows a 'User Persona Type' template with a teal header. It includes a placeholder for a user silhouette, a section for a quote, and several data fields: Age (1-100), Work (Job title), Family (Married, kids, etc.), Location (City, state), and Character (Type). A 'Personality' section features a grid of traits: Introvert vs Extrovert, Thinking vs Feeling, Sensing vs Intuition, and Judging vs Perceiving, each with a progress bar. Other sections include 'Goals' (with bullet points), 'Frustrations' (with bullet points), 'Bio' (with a descriptive paragraph), 'Motivation' (with bars for Incentive, Fear, Growth, Power, Social), 'Brands & Influencers' (with three arrows), and 'Preferred Channels' (with bars for Traditional Ads, Online & Social Media, Referral, and Guerrilla Efforts & PR). A footer note states: 'Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.'

A. Cooper and P. Saffo, The Inmates Are Running the Asylum, London, U.K.:Macmillan, 1999.

UX24/7. eGUIDE INTERNATIONAL USER RESEARCH. <https://ux247.com/publications/>

# Examples

**ARCHETYPE 01** CECILE, KHAYELITSHA

“Life out of here will be much different!”

**THE ACHIEVER**

**PROPERTY INVESTMENT**

The achiever is a person who invested in his or her house, either to improve or expand the space available, create space for a commercial activity or buy the land where the house is built. Higher investments translate into more willingness to protect their property.

**NEEDS**

- PERSONAL & FAMILY SAFETY
- HOUSE PROTECTION
- PEACE OF MIND

**FUTURE VISION**

Everything the achiever is doing is improving his condition. She will be able to leave the settlement and start a different neighborhood. She is highly motivated; she expects better future years and is achieving the desired results.

**ASPIRATIONS**

- NICE HOUSE
- LARGER BUSINESS

**ARCHETYPE 02** FRANCIS, ...

“I got KES for my business”

**THE ASPIRER**

**PROPERTY INVESTMENT**

The aspirers are making small investments to upgrade their business or living condition: they are in the process of becoming an “achiever” and every rand or shelling counts. The aspirer is very careful with

**FUTURE VISION**

Besides weak financial resources, the aspirer is working hard to get a better future for the family. They are strong and determined.

**ARCHETYPE 03** PETER'S WIFE, NAIROBI

“Flooding but then they got away...”

**THE OPPORTUNIST**

**ARCHETYPE 04** PHUMIA, ...

“Saving money”

**THE APATHETIC**

**HUMAN ARCHETYPES**

# The User Personas

## PRO: PERSONAS



- enable designers and developers to **empathise** with these imaginary users and **understand better** their goals and needs, taking on the perspective of underrepresented or easily overlooked users.  
For example, Personas explicitly designed to represent **human diversity**, known from gender difference research, have been successfully used to detect gender-inclusiveness issues in software.
- **aid the communication within the team** (i.e., the term 'user' can mean different things to different people within the group), making implicit assumptions of users explicit.
- support the communication with the stakeholders, adopting a **common language about users**
- closely **approximate the mental model of various end users**, which results in a focus on the user priorities and a meaningful feature set.
- Help to **avoid self-referential projects** based on the user's (and not developers') goals, motivations, and skills.

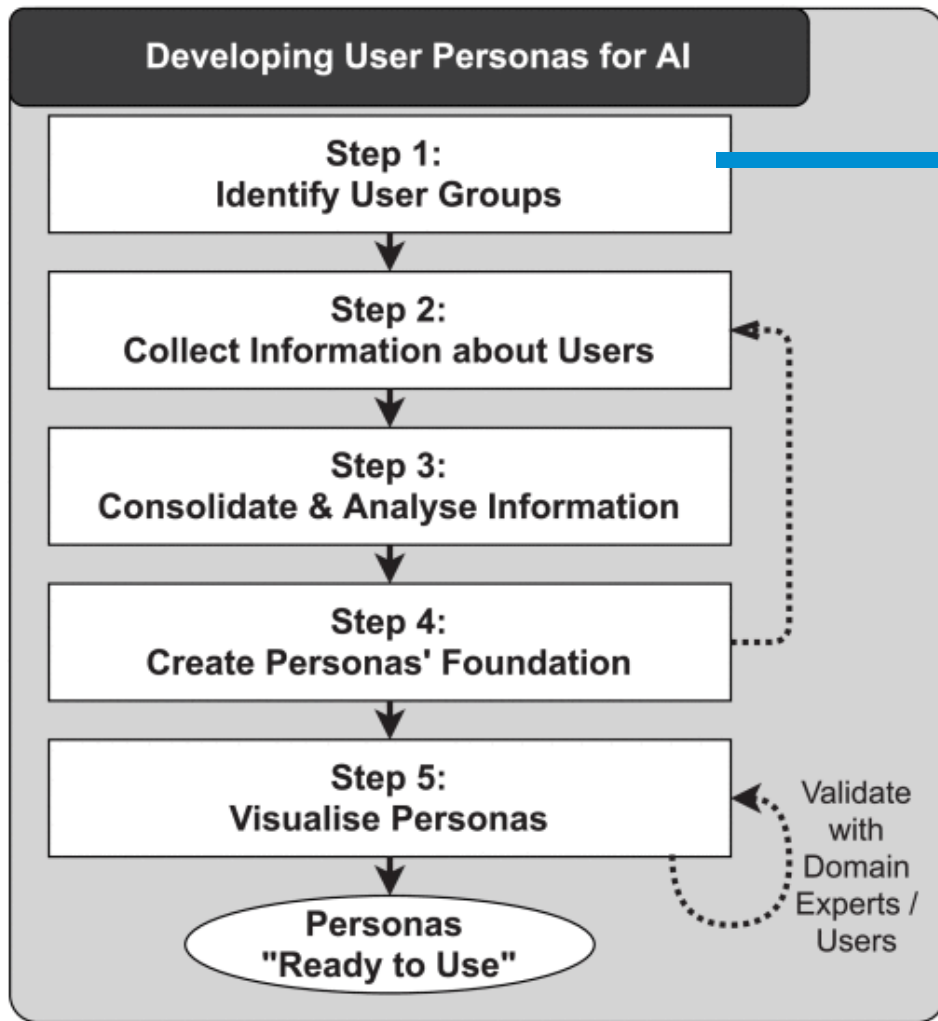
## CONS: PERSONAS



- are prone to activate and reinforce stereotypes. For this reason, it is necessary to ensure that the diversity of people is accounted for

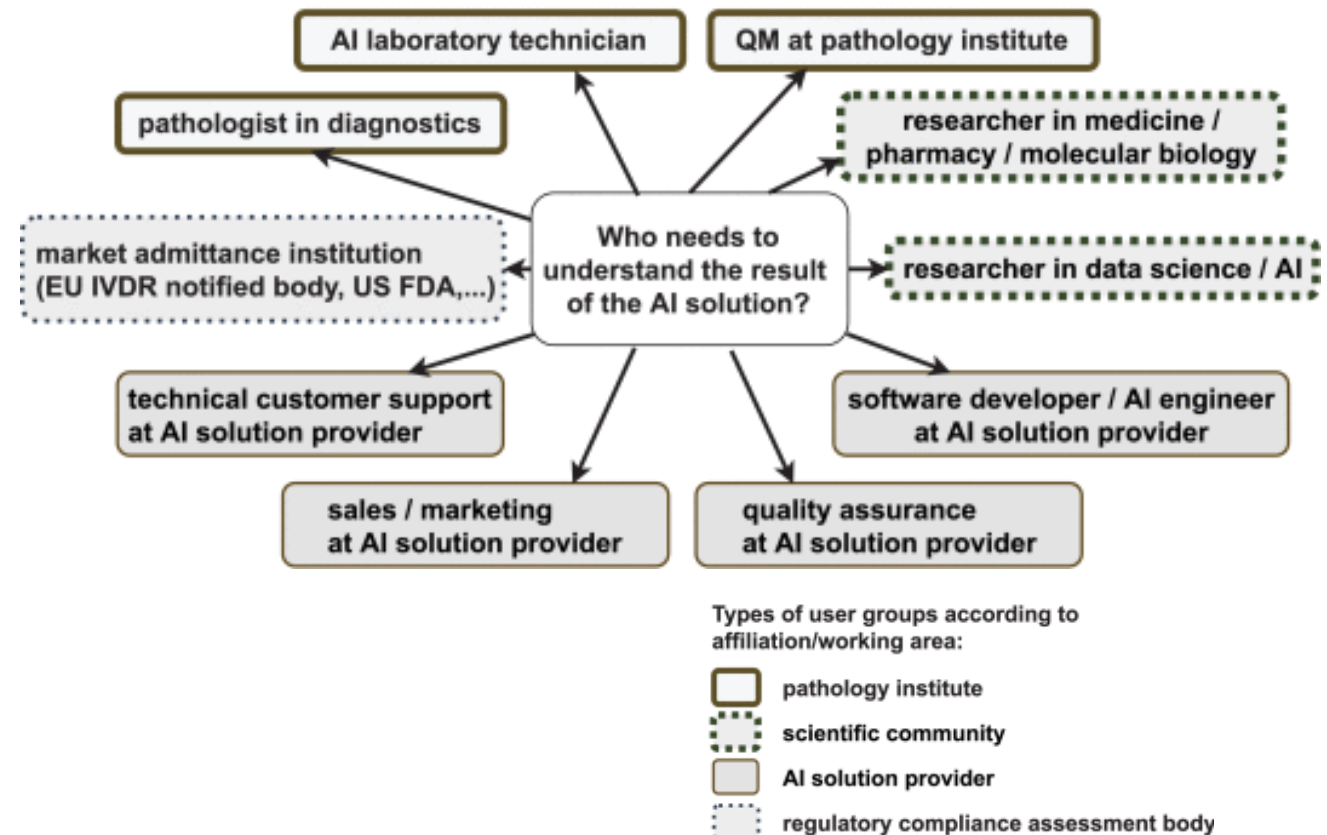


# Design Personas for AI

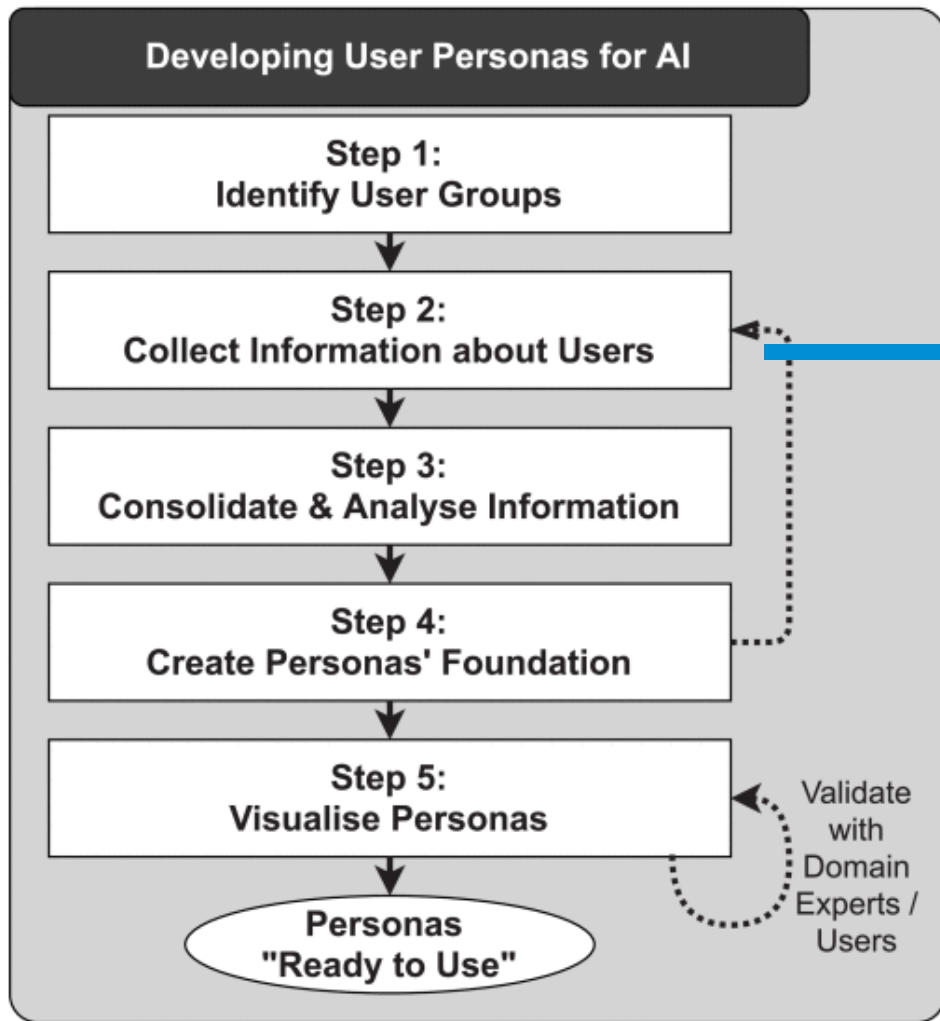


## STAKEHOLDERS MAP

User Groups for AI Application in Computational Pathology

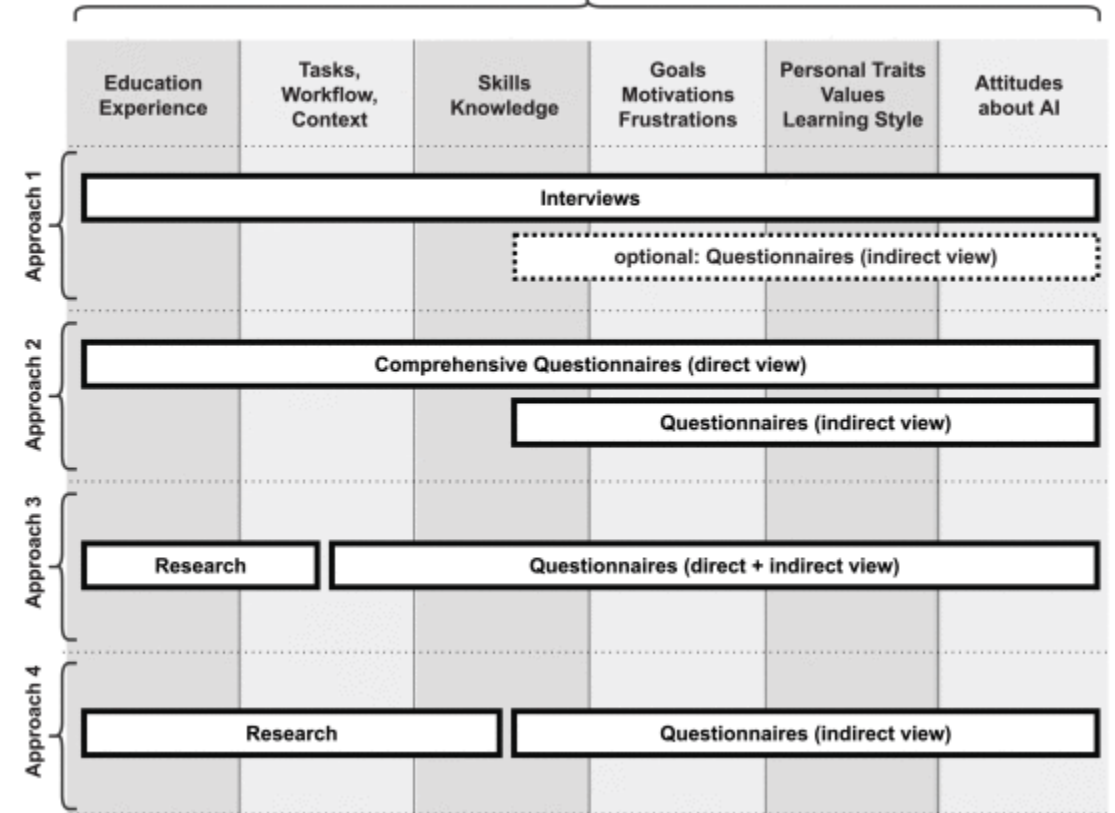


# Design Personas for AI



## USER RESEARCH

Information Collected about the Users



GOAL: to get to know (potential) users'

- **goals** and motivations, frustrations and hopes/aspirations, **skills**, education and knowledge, personal traits and aspirations
- **tasks** and **context** they would probably use the AI solution
- attitudes towards new technologies and innovations and machine decisions

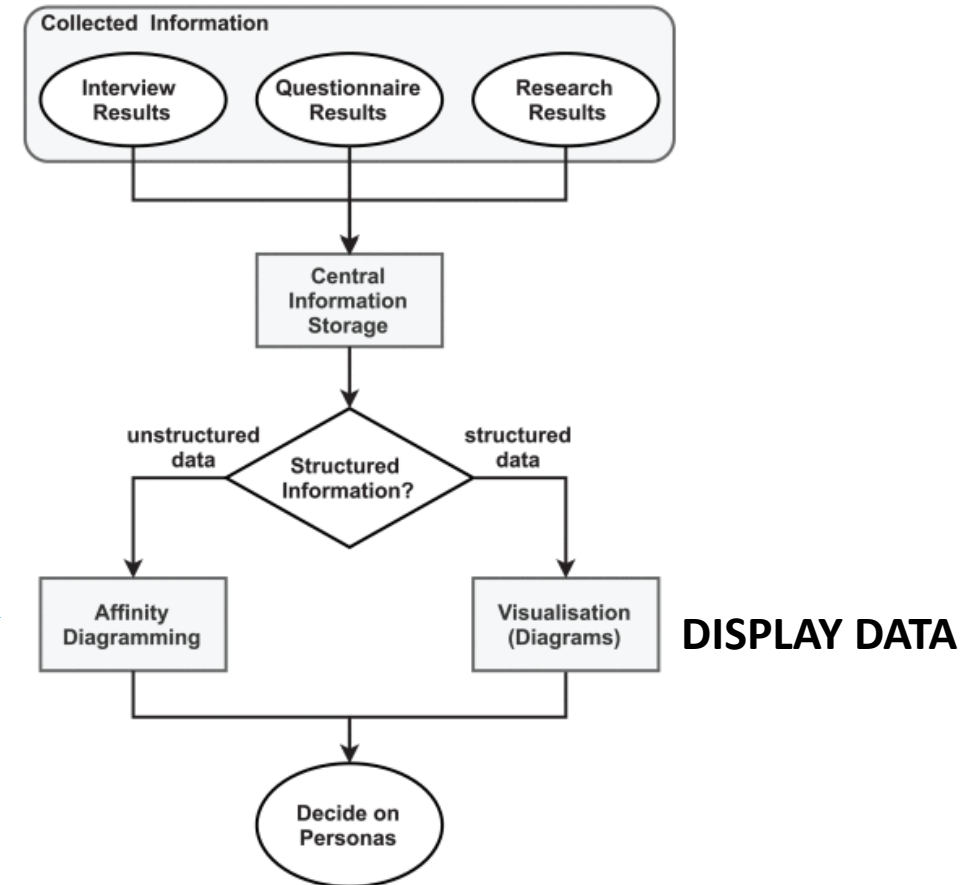
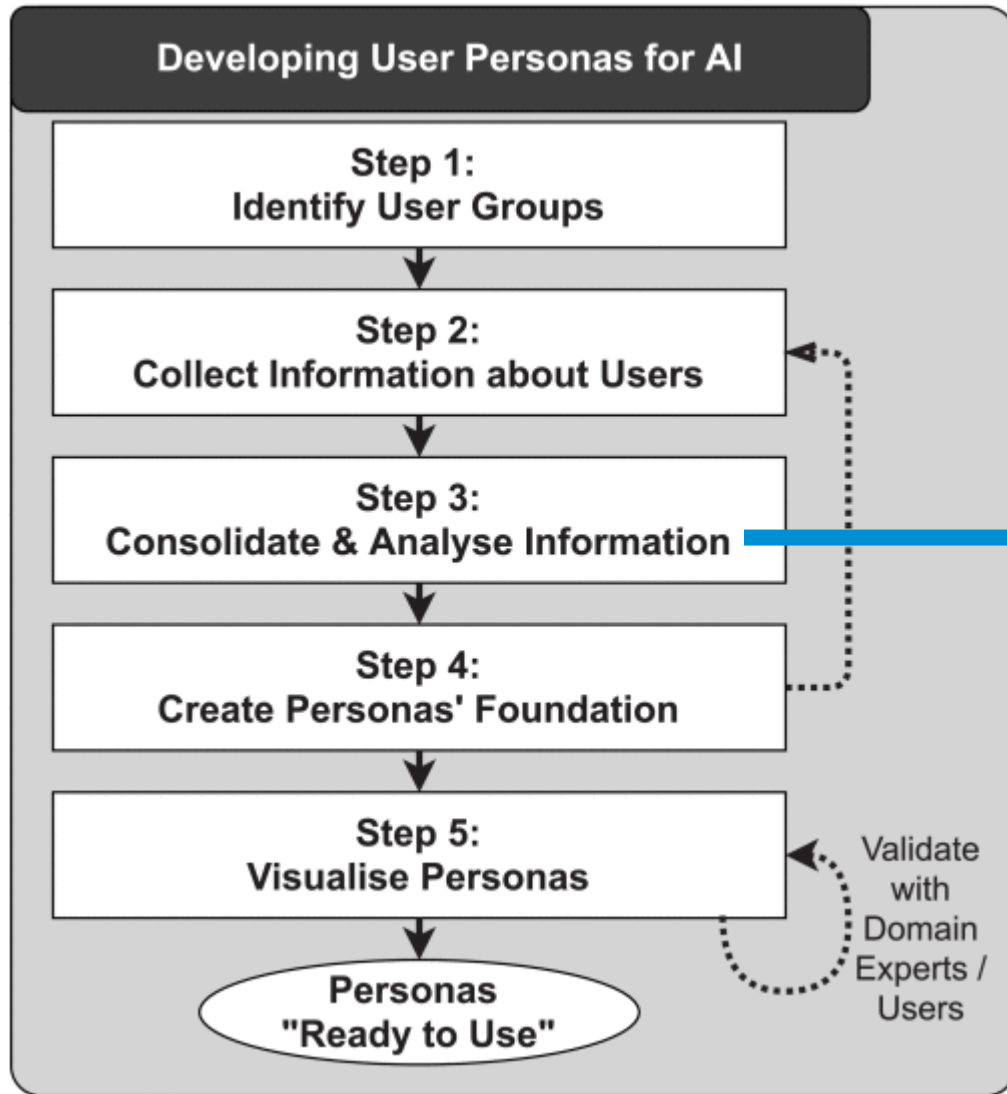
NN/g



# Statistical Personas

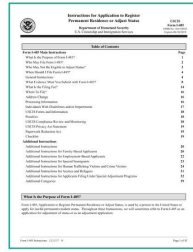


# Design Personas for AI



# Example

They are a sample of real users, not generic users but «archetypal», different for specific socio-demographic variables, roles, OBJECTIVES ... moving into specific scenarios.



### Instructions

- Length of instructions for both forms = **54 pages**
- These hold instructions for every type of green card applicant, intermixed so an applicant has to seek what's relevant to them



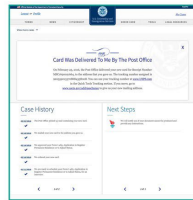
### Forms

- In total the two necessary forms = **364 questions**
- Many of which are situation-specific or occur twice between forms
- Minimal clarification & guidance



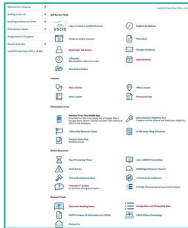
### Document Checklist

- Minimally informative with many conditional statements ('if applicable'), making many of it potentially erroneous
- Too broad - missing certain important details



### Case Status

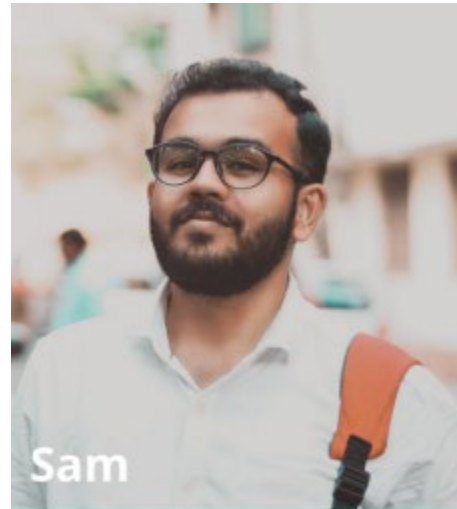
- Case status tracker shows no information about the timing of the future steps



### Tools & Resources

- Available only if a user signs in (i.e., yet the resources are not specific to the applicant's situation, requiring sifting

## Analysis of documents + Interviews



Sam

**AGE** 32  
**OCCUPATION** Data Scientist  
**STATUS** Married  
**LOCATION** Chicago, IL

"You really have to pay close attention and hunt for what details are actually relevant to you. What category do I fall in? You have to read it ten times over to figure it out and it can become overwhelming."

### BIO

Sam was born in India but he's been a resident of the US for over 10 years. He originally immigrated on a student visa, then received a work-sponsored H1B visa; however, Sam's visa expires soon and he has no plans to go back to his hometown.

A few months ago, Sam married his long-time partner. The notice for his visa's expiration has catalyzed Sam's interest in applying for a family-based green card.

Sam has a couple of friends who have gone through this process before without a lawyer, so he feels confident he can do the same.

Sam and his partner are busy with work and other responsibilities, so they don't have the extra energy required to carefully discern this complex application process. In addition, since Sam's visa expires soon, it will place him out-of-status, which means he needs this process to progress smoothly.

The combination of the lack of time to get the application right and the pressure of needing it done as soon as possible has been frustrating for Sam, so he is seeking an affordable tool to help him out.

### GOALS

- To minimize stress during application process
- To be able to continue living in the US with his spouse
- To receive approval as quickly as possible

### NEEDS

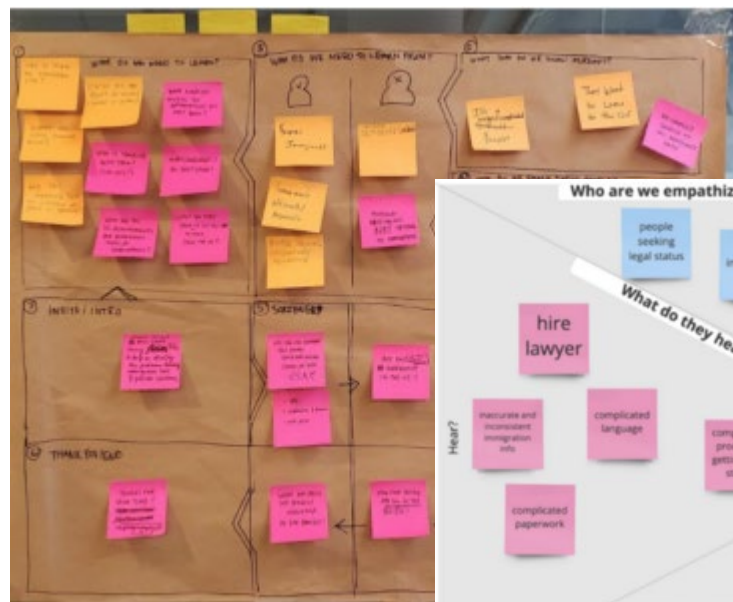
- To feel in control of the outcome
- To understand the details of his application process
- To stay updated on the status of his case

### FRUSTRATIONS

- Too much time spent researching legal jargon
- USCIS's use of mail for updates & communication
- Having application delayed because of insufficient supplemental documents

# Example

- They are
  - data-driven synthetic representation of complex knowledge, useful for internal communication
  - dynamic documents to be updated
  - a reality check tool



Affinity diagrams



Empathy map

Persona

"I am searching for a better life for me and my family."

AGE 30  
JOB TITLE Student  
STATUS Single  
LOCATION Chicago, IL

**USER PERSONA**

**Oksana Medvednko**

---

**ABOUT**

Oksana is a student. She is passionate about Science. She moved from Serbia four years ago and is now in the US. She has a natural talent for teaching and wants to become a teacher.

**GOALS**

- Get legal status and become a Teacher in the US
- Be able to support herself and her family.

**NEEDS**

- She needs help finding legal help.
- She needs help finding a job to support herself.

**PAIN POINTS**

- She does not understand the language.
- Cannot work but needs to pay the bills
- A lack of legal resources.

**PREFERENCES**

Family: ●●●●●

Social Media: ●●●●●

Meeting with Friends: ●●●●●

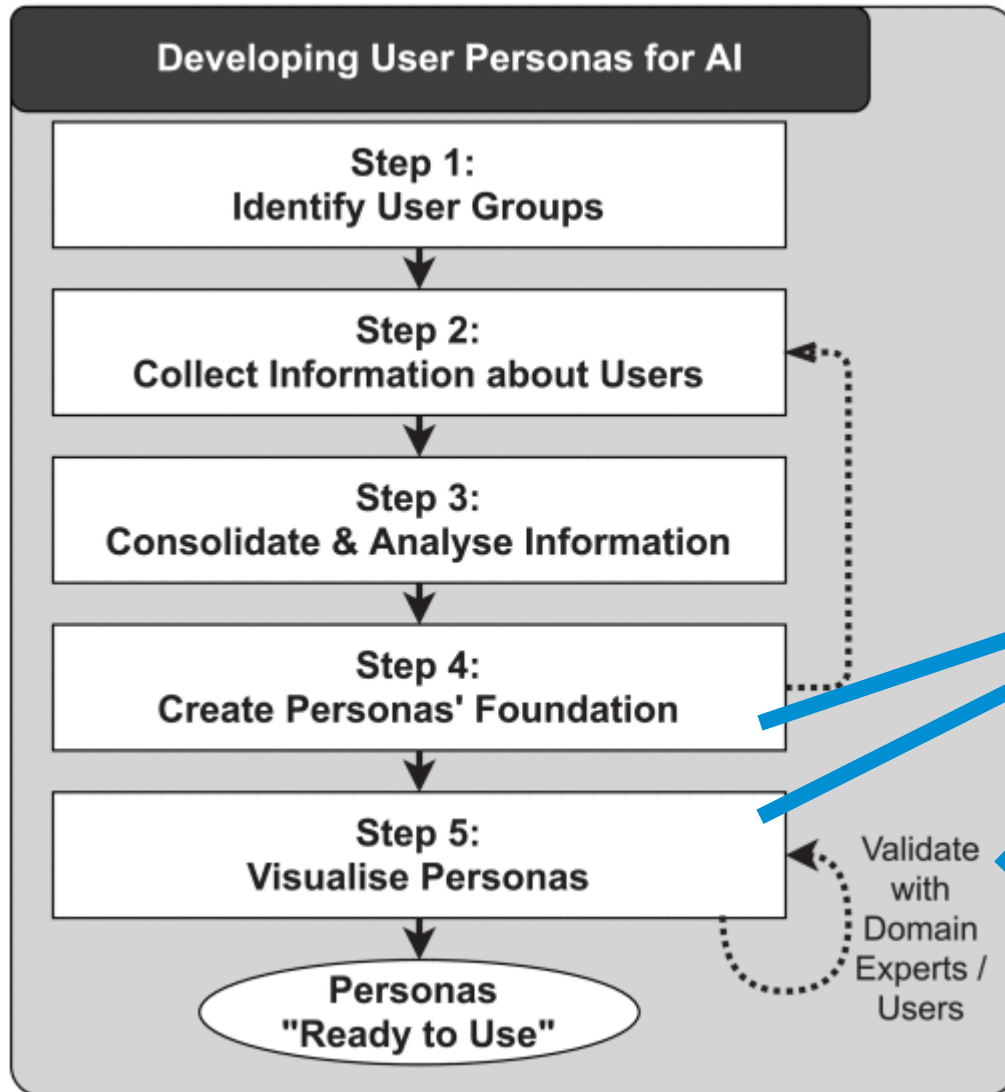
Cooking: ●●●●●

Music: ●●●●●

**FAVORITE BRANDS**

● Spotify ● TED ● Pinterest

# Design Personas for AI



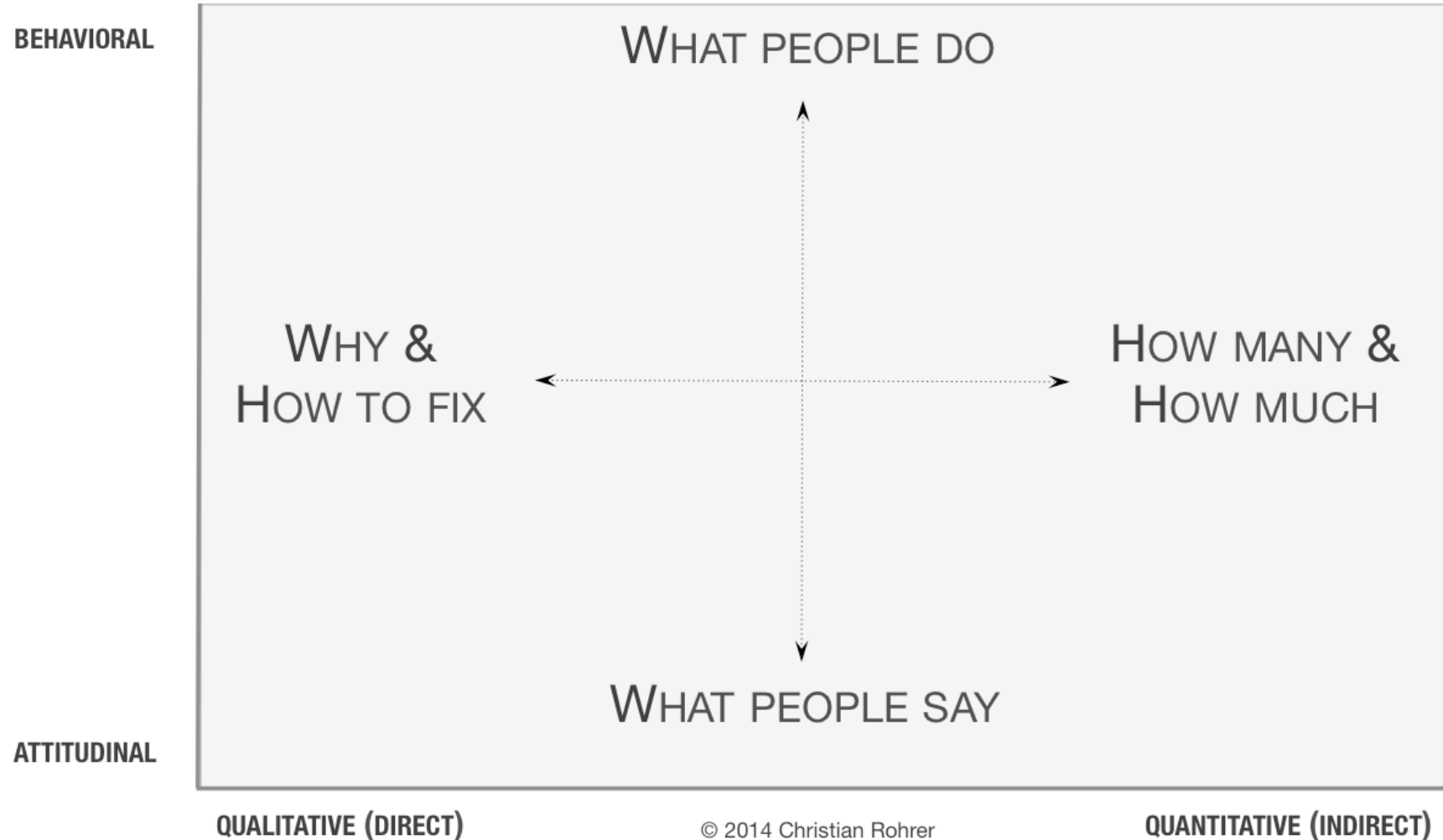
## PERSONAS

Per every personas include:

- A **photo**/portrait
- **Short bio** /demographic details
- **Mindset**: a brief description of the point of view (specific and characteristic of the person in relation to one or more aspects of the project theme)
  - Role, Tasks, values
  - Work (tasks, workflows, context)
  - Education/knowledge/skills
- **Goals**, values
- Relevant **pain points and gains, motivations and barriers**
- Attitudes towards **technology/AI**

# Data portraits

## QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE





# Personas types

Usually, when creating a persona, **not the whole person is described**, but the focus is put only on **relevant aspects** (goals, needs, attitudes, skills...) and specific context associated with these aspects. Personas usually encompass aspects such as **context and environment, tasks and workflows, skills and knowledge, personal traits, goals, values, motivations but also frustrations.**

- **Goal-oriented personas**, distinguished from one another based on their different goals (Cooper, 1999).
- **Role-based personas**, defined by their roles, (Pruitt et al, 2000)
- **Scenario-oriented engaging personas**, based on their individual characteristics, and their goals are based on these needs and appear only in the context of a specific scenario (Nielsen).
- **Pastiche personas**, fictional portraits established on user data but entirely grounded on fictional characters from literature or film (Blythe).

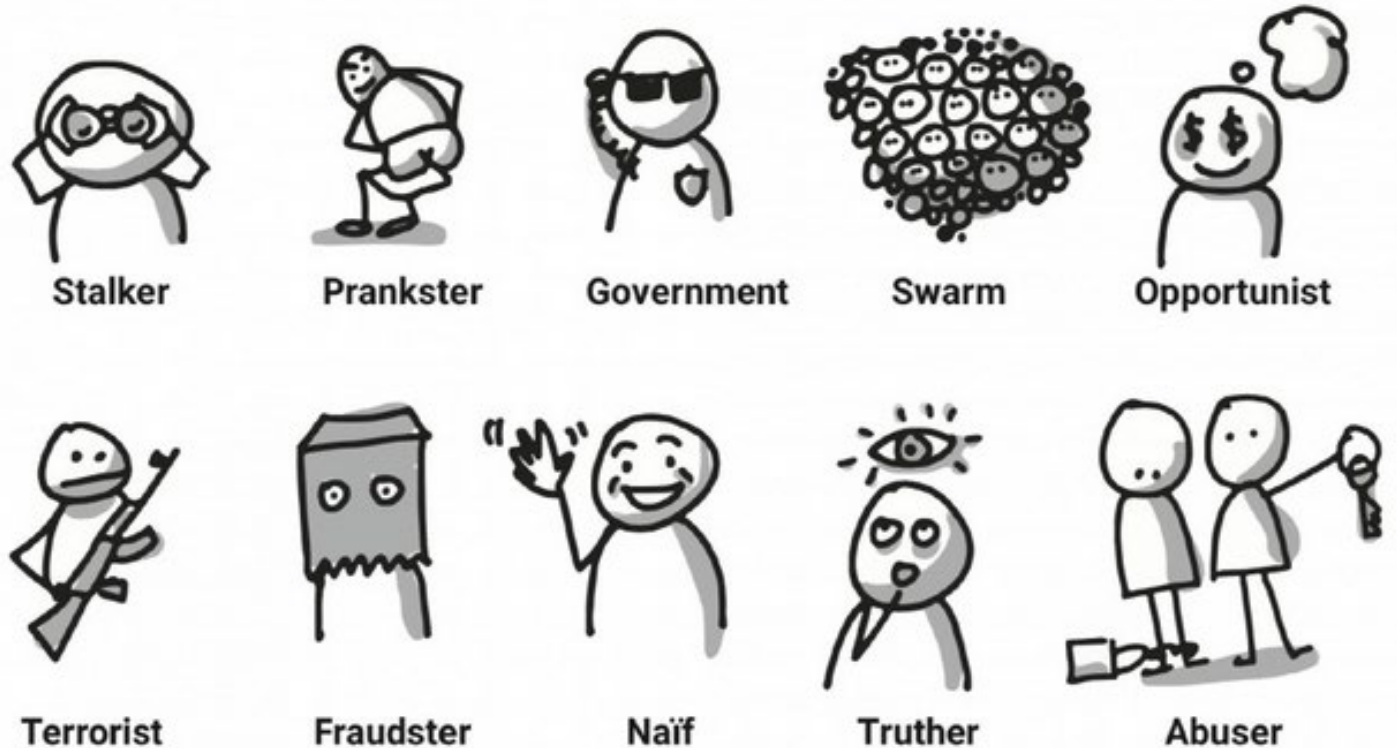
To adapt the personas method to the context of HAI, additional aspects describing the user's attitude regarding AI solutions as specifically relevant for personas for AI:

- **Trust** (How much trust does the user have in the decisions/output of the AI system?)
- **Acceptance** (Does the user accept (and follow) the decision of the AI system?)
- **Assent** (Is the user willing to accept/use the support by the AI system?)



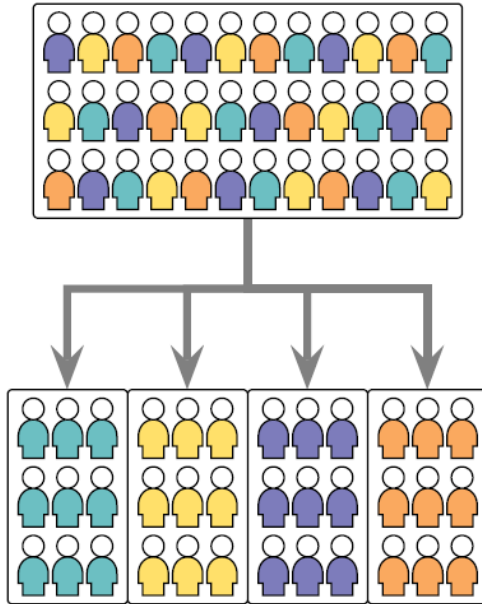
# Dark personas

When designing you are completely focused on the actions and behaviors we want to foster and support.  
But there will always be someone ready to use our service in **unexpected and unwanted ways**.



*Tweet di @mollyclare*

# Data-portraits



Among the stakeholders, define different users groups and create portraits depicting their different perspectives.

## 1. BASED ON WHAT PEOPLE DO

### Behaviour/ 'mode'

#### Use & Behaviour, e.g.

- Frequency
- Place
- Time
- Occasion
- Extent of use e.g. heavy, light
- Persistency e.g. loyal
- Channels used for contact

#### Lifestyle, e.g.

- Holidays taken abroad
- Multiple/holiday homes
- Lodgers/rental income
- What money is spent on

#### Media Consumption e.g.

- Internet and digital usage
- TV channels, radio, press
- Where most info comes from
- How information is absorbed
- What media engage them
- Access to media

## 2. BASED ON WHO PEOPLE ARE

### Socio-demographic

#### Demographics, e.g.

- Gender
- Ethnicity
- Family
- Age and life stage
- Household type/ composition
- Education
- Income and social class
- Benefits claimants/non-claimants
- Working status
- Physical status
- Urban vs. rural
- Postcode & region
- Mobility
- Moving frequency
- House ownership

## 3. BASED ON HOW PEOPLE THINK AND FEEL

### Attitudes

#### Needs, Benefits, Motivations, e.g.

- Need convenience, need reliability, need support etc.
- Beliefs, desires, wants
- Deep-seated drivers e.g. love, belonging, praise, security
- Loves & hates

#### Attitudes & Beliefs, e.g.

- In general
- Specific e.g. to our brands, services
- Balance between time, cost, convenience
- To value and money

#### Influencers e.g.

- Authority figures, e.g. accountants, solicitors, tax inspectors
- Parents, friends, peers
- Role models
- Community influences

## 4. A COMBINATION OF MANY FACTORS

### Multi-factorial

# Data portraits

## Aggregate multiple criteria:

### Demographic criteria:

gender, age, education, marital status and family composition, income

### Psychographic profiles:

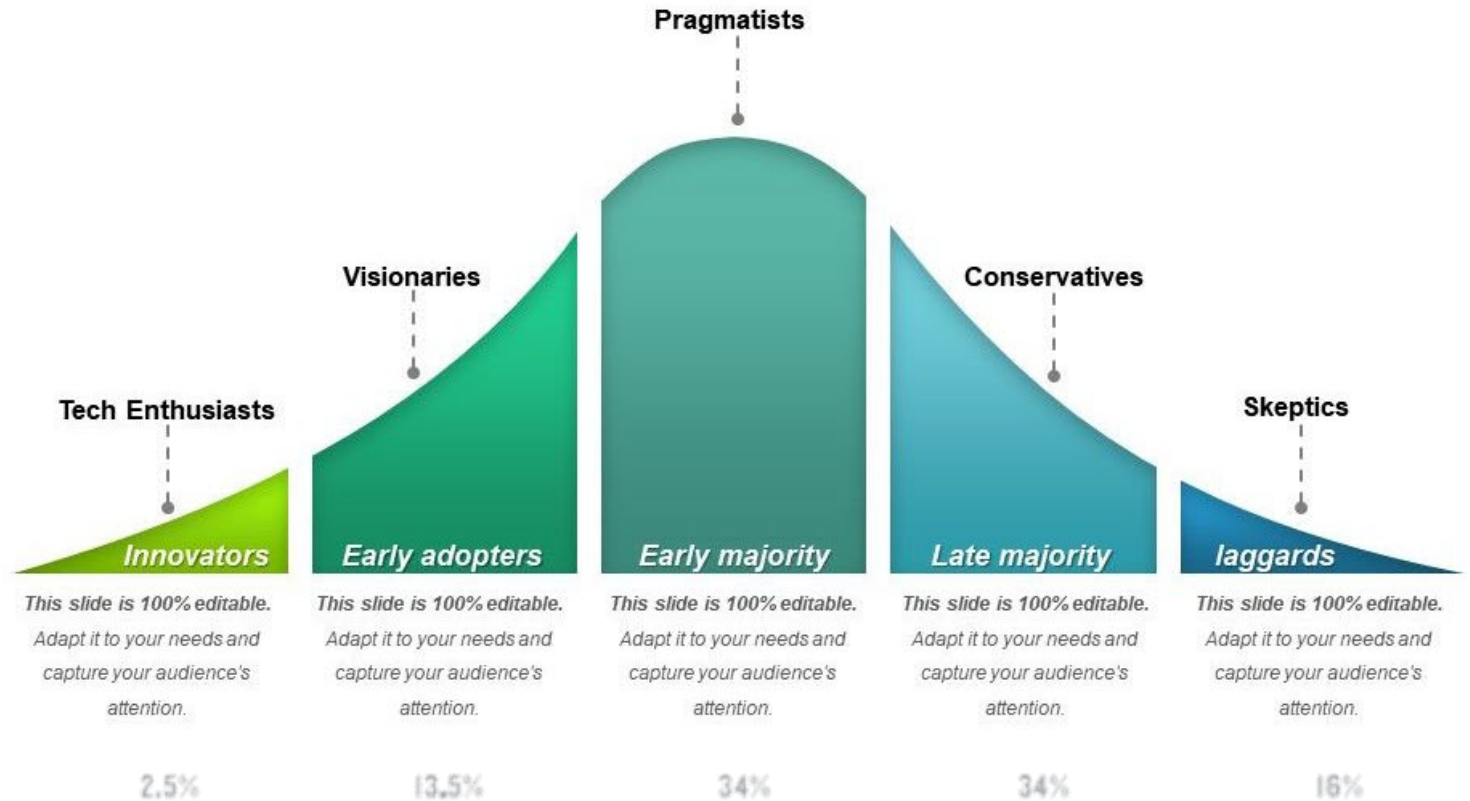
attitudes, opinions, perceptions

### Technological profiles:

level of confidence with technologies, technological consumption

### Organisational/social Roles

According to the context

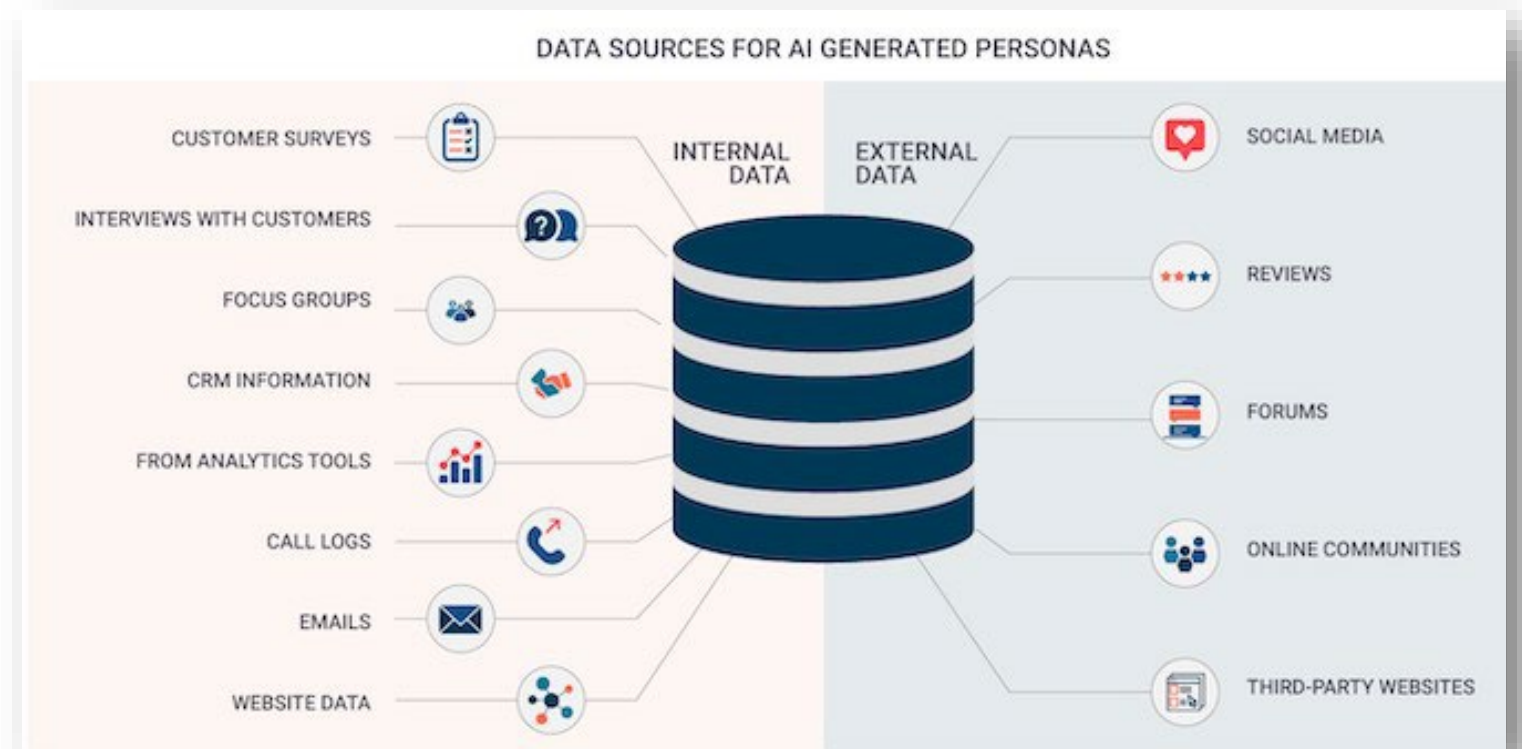


# AI generated personas

There is no single way of creating and using personas, neither in literature nor in practice.

Usually, with the exception of pastiche personas, **personas are based on data and information collected about real people** by using **qualitative methods** such as ethnographic interviews, open-ended survey questions, or contextual inquiries and field studies.

In the last 15 years, a collection of **large amounts of quantitative data** (for example, from web analytics, social media, online customer data, and online surveys) together with machine learning techniques led to so-called **digital data-driven personas** (mainly used in marketing and customer research). So-called **hybrid personas** are created by utilising quantitative data from online analytics and qualitative insights.



## Case study

Phase 1 (2017)

Phase 2 (2018)



Personas

Listening Together

About

Downloads

# Personas are based on research with real Spotify users.

Personas bring the data and insights we've gathered about our users to life, so we can help build empathy with our users, highlight pain points, barriers and opportunities for delight, and inspire good design.



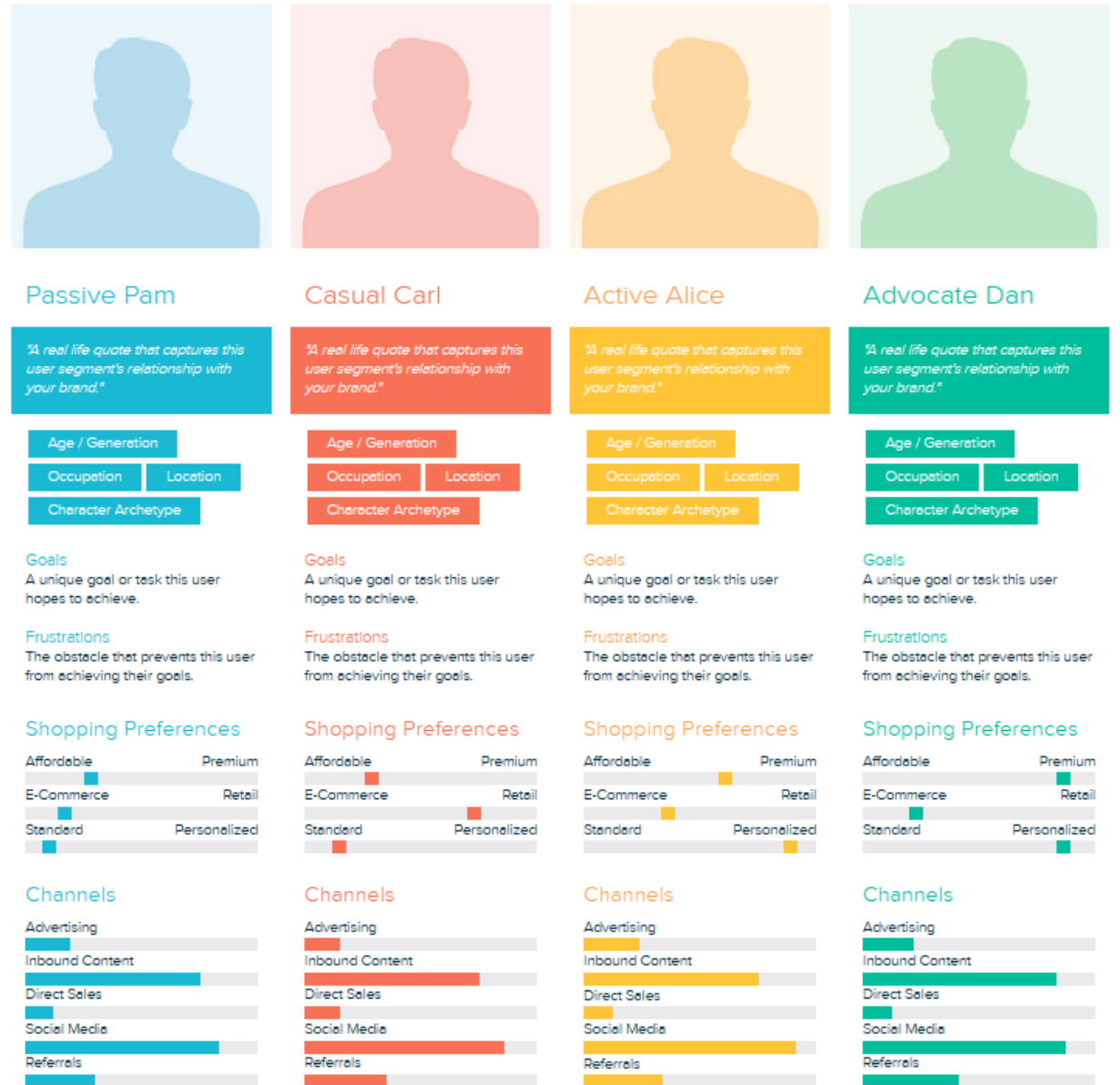
WHICH PERSONA ARE YOU?



# User personas comparison

## . Collection

1. Use Personas with your team members or clients to **deepen your user segments**.
2. Visually compare the user profiles created.




# User personas comparison

## . Table

1. Use Personas with your team members or clients to **deepen your user segments**.
2. Condense your research and analysis to form an **executive summary**, highlighting the unique characteristics between the segments.

### User Persona Comparison



Created by:  
Name Last Name  
DD.MM.YYYY

Attn:  
Name Last Name  
Name Last Name

#### Goals

Explain what you are looking to achieve with this User Persona Comparison. Consider who among your team members or clients will benefit from identifying your user segments.

- ✓ Product Roadmap Decisions
- ✓ Sales Team Goal Setting
- ✓ Content Marketing
- ✓ Social Media Targeting
- ✓ SEO Optimization
- ✓ Pricing Tiers Determination
- ✓ HR and Recruiting
- ✓ Investor Presentations
- ✓ Stakeholder Reporting

#### Sources

Customer Feedback & Testing	
Customer Data	
Product Analytics	
Social Analytics	
Surveys	
Market Research	

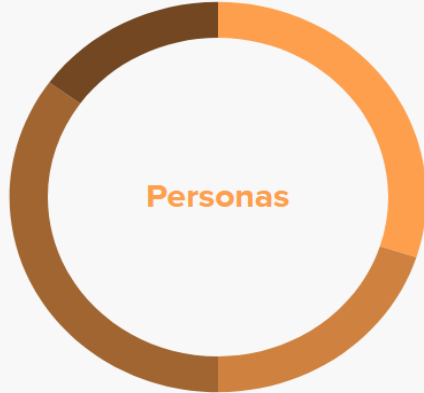
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#### Summary of Key Findings

Use this space to condense your research and analysis to form an executive summary.

Why is your audience separated into the following segments? What are some high-level differentiators between each segment? Your segmentation parameters may be based on: demographics, psychographics, geography, usage behavior, levels of engagement, or any other criteria specific to your product, service, or industry. How is each segment distinct and why is each one necessary to target?

Include any supplementary information you feel will help your readers understand your customer segments. When filling out the tables below, concentrate on the unique characteristics between the segments.



**Personas**


- 30% Passive Pam
- 20% Casual Carl
- 35% Active Alice
- 15% Advocate Dan


#### Action Items

Based on the findings, list important action items and urgencies related to targeting and communicating with your audience.

0 out of 4 items completed

- Prioritize content creation for Segment B
- Push direct sales efforts for Segment C.
- De-prioritize Segment A's feedback on product iterations.
- What else?

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User Persona Comparison template 



# Create your personas

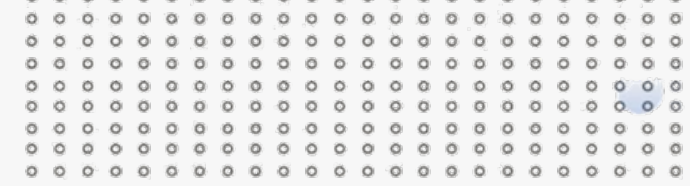
1. Synthesise the data you've collected from different sources
2. Identify the emerging archetypes
3. Fill in the Personas portraits (one per archetype)
4. Refine it with additional data you may collect during the process-



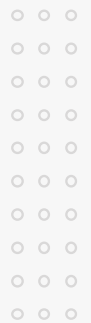
Focus on data →

TEMPLATE	
<b>"..." Persona</b> <b>Demographics</b> (e.g., name, age, role, income, location)	<b>Behaviors &amp; Habits</b> (e.g., hobbies, likes, dislikes)
<b>Pain Points &amp; Frustrations</b> (e.g., what they're struggling with)	<b>Needs &amp; Goals</b> (e.g., wants, hopes)
<b>Data can produce/use</b>	<b>Expected Outputs</b>





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