

## **User Personas**

The Persona technique is a user-centered design, which contains a fictional character that is used to market and represent a brand or company. Below are two different persona characters, who are tea lovers and new customers of Xiang Herbs Tea. Both customers are hoping for a successful user experience in purchasing the teas of their choice.



### Background

Candice is an avid tea lover. She works as a Developer and loves to come home and make a cup of tea. She is running low and wants to order online. Candice is hoping for a successful user experience.

### Goals

- Wants a quick, professional experience in ordering tea online.
- Mobile user friendly.
- Wants to find a menu that provides either Blended or Green tea.
- Wants to use a tablet to place the order.

### Demographic

Female 28 years

United States

Single

Software Developer

### Motivations

- Order online with a mobile device.
- Understand the teas' qualities and its benefits.
- Quiet tea time after work.

### Frustrations

- Order delays/slow services.
- Noisy locations.
- Spoiled tea leaves.

### Technology



### Needs

- A quick, professional website that sells natural, blend and green teas.
- Provides a successful user experience.
- Avoid long lines and crowded stores.



## Background

Ryan has been taking care of his wife, who has a cold. He wanted to fix her some honey tea for her throat. Ryan wants to order more tea from an online site with quick delivery, and usability.

## Demographic

♂ Male 42 years

📍 United States

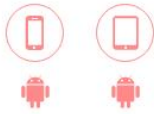
Married

Professor

## Goals

- Ryan wants to order high quality, natural black tea online.
- Wants to find a tea website that provides quick service and is also mobile friendly.
- Wants to find a menu with a wide selection of teas.
- Wants to use either a tablet or smartphone to place the order.

## Technology



## Motivations

- Order online with a mobile device.
- Read more information about the quality of teas available.
- Wants a quick, user experience.
- Navigation with a wide selection of teas available.

## Frustrations

- Non authentic tea
- Sites not functioning properly or not usable.
- Teas that are sold out.

## Needs

- A quick, professional website that sells natural, black and herbal teas.
- Provides a successful user experience.
- Prevents the need to purchase tea in person.

**UXPRESSIA**

This persona was built in [uxpressia.com](https://uxpressia.com)