

Persona

Joe, 32, graphic designer

Scenario

Joe works on his computer all day, and he needs comfortable and noise-canceling headphones to be able to listen to music, podcasts, etc. and focus on his work.



User actions	<div>Asks friends and co-workers</div> <div>Searches "best headphones" online and clicks on ad</div>	<div>Browses e-commerce website</div> <div>Compares several different models</div>	<div>Selects product</div> <div>Inputs payment information to check out</div>	<div>Uses debit card; credit card not accepted</div> <div>Chooses shipping option</div>	<div>Tries headphones</div> <div>Decides to keep them</div>	<div>Recommends headphones to friends</div> <div>Gives low rating online based on checkout experience</div>
Touchpoints	<div>Banner ad</div>	<div>Landing page</div> <div>E-commerce site</div> <div>Navigation links</div> <div>Search bar</div> <div>Category page</div> <div>Product pages</div> <div>Cart confirmation</div> <div>Login/sign-up page</div> <div>Checkout page</div> <div>Payment page</div> <div>Error message</div> <div>Shipping page</div> <div>Order confirmation</div>	<div>Customer review page</div>			
Emotions	<div><div><div></div></div><div></div><div><div></div></div><div></div><div><div></div></div><div></div><div><div></div></div><div></div><div><div></div></div><div></div></div>					
Pain points	<div>Too many steps to get to desired product; confusing or boring web layout</div>		<div>Checkout page doesn't support all credit cards</div>		<div>No follow-up about product satisfaction</div>	
Possible solutions	<div>Build more effective landing page based on banner ad for specific product searches; build clearer navigation links and category pages</div>		<div>Clarify checkout page to show accepted payment options, or work to support more payment methods</div>		<div>Send out a CTA to review product, and send customer experience survey to better understand user pain points</div>	