



User Personas

Joshua Tibaldi

Department of Media, Seneca College

TCN 710: User Experience Design

Prof. Robert Rinaldi

May 31, 2020

## Background

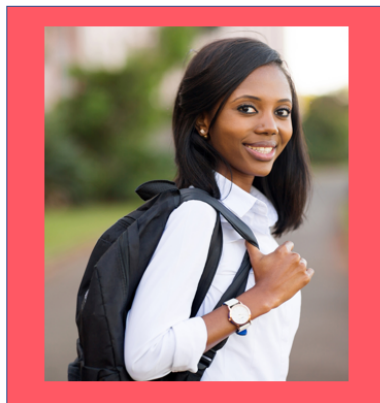
Three user personas have been created based on primary survey research in order to represent the most quantity of users. The previously discussed statistics were considered when creating the following personas to cater to the most represented demographics.

A discussion of this is important in understanding the applications of the following personas. It would be the most effective to create 3 personas in the dominant age range representing all possible user experiences through sexualities.

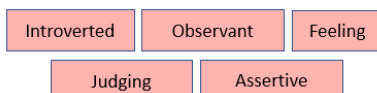
The best personas to include are 1 straight persona and 2 non-heterosexual personas. The non-straight personas would be bisexual, to include the experience of users who encounter male and female profiles, and homosexual, to include that of gay users as all experiences can vary. Since 1 in 4 Tinder users are female and 3 in 4 are male, including more male personas to female personas would represent app demographics more accurately.

It is also important to have different personality types represented in order to apply the personas to larger portions of users. The 4 parent personality types are analysts, diplomats, sentinels, and explorers; view a breakdown of their sub-personality types and a small summary of each [here](#). Theoretically, with  $\frac{3}{4}$  of the parent personality types represented, the personas would be fully optimized and apply to nearly 75% of Tinder users.

## Personas



Age: 22  
 Occupation: Student  
 Status: Single  
 Sexuality: Heterosexual  
 Location: North York  
 Personality type: Defender [ISFJ]



### Sarah Douglas

#### Bio

Sarah is a full-time, unemployed student at York University studying kinesiology. In her spare time, she likes to exercise, spend time with loved ones, grab food with friends, and browse on social media. Sarah has used 2 dating apps in the past and has not made any long-term connections on any of them. Sarah uses dating apps to find connections and friends. Due to the pandemic, Sarah primarily uses dating apps to accomplish this.

#### Goals

- To be successful
- Wealth and happiness
- Have a family of her own

#### Frustrations

- Confidence, motivation
- Uncertainty of life

#### Motivations

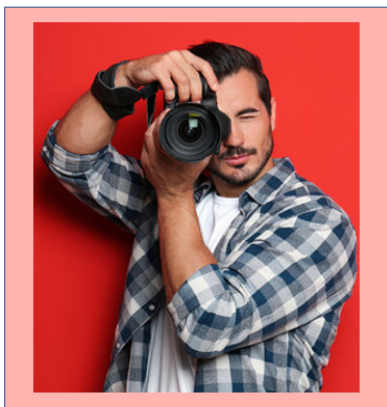


#### Dating App Pressure Points

- Not knowing who is looking for what
- Profiles that:
  - Do not meet her expectations
  - Lack basic information
  - Have no pictures of themselves
  - Use old, outdated pictures
  - Have no social media linked
  - Are not who they pretend to be

#### Brands





Age: 23  
 Occupation: Photographer  
 Status: Single  
 Sexuality: Bisexual  
 Location: Toronto  
 Personality type: Logician [INTP]

Extroverted   Intuitive   Thinking  
 Prospecting   Assertive

## Jordan Smith

### Bio

Jordan is a full-time photographer with a digital photography diploma from Sheridan college. In his spare time, he likes to see his friends, meet new people, exercise, spend time online, create content for his blogs and build his digital portfolio. Jordan has used 5 dating apps has not met any long-term connections on them. What he uses these apps for changes often. He keeps a very active online presence across social media.

### Goals

- Become the best in his field
- To make more money
- Reach his body goals

### Frustrations

- Competition in his field
- Fewer work opportunities due to the pandemic
- Fitness centers being closed

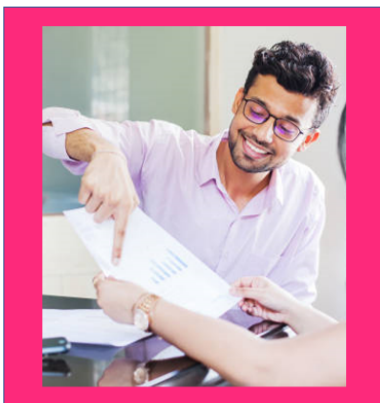
### Motivations



### Dating App Pressure Points

- Paywalls for features
- Not knowing who is looking for what
- Lack of features to target search options
- Profiles that:
  - Are not clear on what they are looking for
  - Are poorly set up, have no pictures
  - Rarely meet his expectations
  - Pose to be someone else

### Brands



Age: 34  
 Occupation: Accountant  
 Status: Single  
 Sexuality: Homosexual  
 Location: Newmarket  
 Personality type: Entrepreneur [ESTP]

Extroverted   Observant   Thinking  
 Judging   Turbulent

## Brian Miller

### Bio

Brian is a full-time accountant who often puts in overtime. When not working, he likes to watch movies, binge shows, hang out with friends, spend time with his dog, read, and swim in his pool. Brian has used 5 dating apps and has previously met a long-term partner on one of these apps. He uses them only to find potential connections. His busy work schedule is draining and makes spending hours online outside of work undesirable.

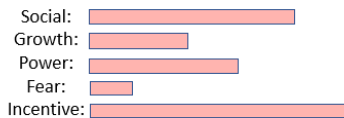
### Goals

- Find a partner
- Have a family of his own
- Take more time off work to travel

### Frustrations

- Relying on dating apps during the pandemic
- Demanding and busy career
- Travel restrictions

### Motivations



### Dating App Pressure Points

- Most profiles are not serious about finding a potential relationship
- Profiles usually do not meet his expectations
- Paid features that are not worth the price and appear more effective than they are
- Encountering profiles in bad taste
- Limited target search options

### Brands



## References

Unspecified. (January 3, 2021). *Personality Test and Types*. 16 Personalities.

<https://www.16personalities.com/personality-types>