



(Mis)Using Personas with
THE SEVEN DWARFS
Persona Pack

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Dwarf Personas

HAPPY

- The Temporary One
- Content, open-minded, forgiving
- Willing to let small things go
- No expectations
- Mood / mental state could change at any time
- “Sounds great!”



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Ideas to develop further:

- **Situation:** Playing games on holiday with no time pressures and low stress
- **Priority:** Nice design, fun to use
- **Impact:** Low risk unless pushed towards a different mental state
- Casual user
- Technically proficient
- Physically able



Dwarf Personas

DOC

- The Picky One
- Suspicious, difficult to impress
- Easily turned off
- Detail oriented
- Prefers specificity over ambiguity
- Can be distracted by lots of options or comparisons
- “Hmm, I’m not sure about that.”



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Ideas to develop further:

- **Situation:** Learning about privacy and trying to find a secure email provider
- **Priority:** Accurate, clearly presented information
- **Impact:**
 - Mistrust => non-adoption
 - Confusion and abandonment of secure email => stuck with non-secure email and less privacy



Dwarf Personas

SNEEZY

- The Distracted One
- Forgetful, erratic
- Short attention span
- Multi-tasker
- Doesn't like long or complicated workflows
- Will stop mid-flow and continue later
- “Sorry, did you ask me something?”



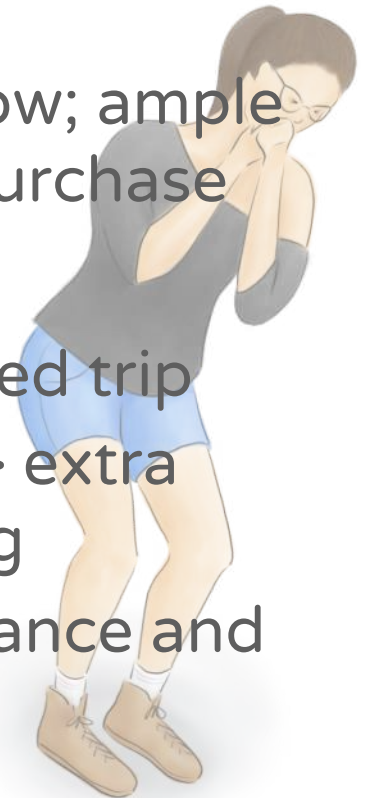
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Ideas to develop further:

- **Situation:** Trying to make arrangements for a trip, across several sites – just one task on a list of to dos
- **Priority:** Quick, simple workflow; ample time to complete booking / purchase
- **Impact:**
 - Incomplete booking => ruined trip
 - Booking the wrong thing => extra stress to correct the booking
 - Session times out => annoyance and wasted time



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DOPEY

- The Confused One
- Unsure / overwhelmed
- Takes comfort in familiar patterns
- Seeks information / guides
- Prone to errors
- “Shit, what did I just do?”



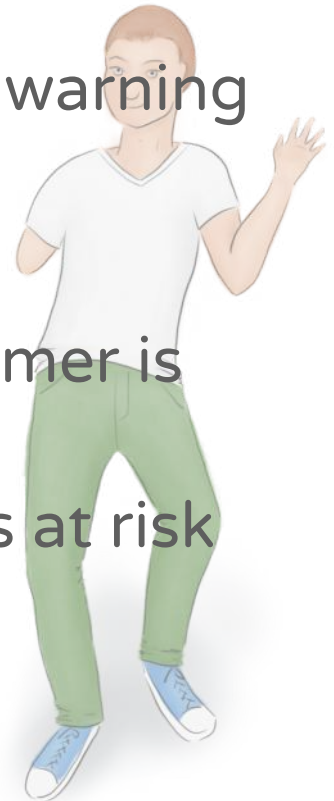
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Ideas to develop further:

- **Situation:** Using internal systems at a new company to change a customer’s billing information
- **Priority:** Clear instructions and warning messages
- **Impact:**
 - Wrong action taken => customer is charged too much
 - Customer complains => job is at risk



Dwarf Personas

SLEEPY

- The Exhausted One
- Mentally / physically exhausted
- Stressed, high cognitive load
- Impatient, low tolerance for issues
- “On the edge” – mood / mental state could worsen at any time
- “I really don’t have time for this right now.”



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Ideas to develop further:

- **Situation:** Travelling frequently across time zones and using a calendar app to keep track of meetings, flight times, etc.
- **Priority:** Self-explanatory features
- **Impact:**
 - Time zones for calendar appointments aren’t clear => stress, inconvenience, cost of having to rebook missed flights
 - Appointment saved in the wrong time zone => missed meetings => lost work, money, reputation



Dwarf Personas

BASHFUL

- The Anxious One
- Shy, reserved, nervous
- Worried about making a mistake
- Sometimes avoids taking action “just in case”
- Willingness to seek help can vary
- “Umm, I don’t know.”



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Ideas to develop further:

- **Situation:** Moved to a different country and uses websites in non-native language
- **Priority:** Localisation, helpful graphics
- **Impact:**
 - Tax information doesn’t translate well => wrong options selected and tax is under/over paid
 - Large blocks of text displayed as pictures or PDFs => text can’t be easily translated



Dwarf Personas

GRUMPY

- The Angry One
- Impatient
- Easily annoyed / frustrated
- Prone to “rage clicking” and device shaking
- Likely to complain publicly and abandon a product based on one bad experience
- Resistant to change
- “Why is everyone so incompetent?”



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Ideas to develop further:

- **Situation:** Having a bad day; manipulating and analysing a large data set using a spreadsheet app
- **Priority:** Reliability
- **Impact:**
 - App crashes => data / changes lost
 - Long processing times => frustration, wasted time

Could also be The Disgruntled One
aka: Bad Actor / Security Threat

