

User Personas

Meet Shaun



Graphic Designer
CREATIVE

Design-focused and time-strapped
struggling with efficiency

Scenario

Shaun is the go-to person on his team for all things design. He is relied upon to create visually stunning Keynotes from scratch, and to ensure the team's presentations look professional and polished.

Goal

Produce visually pleasing products that communicate his team's priorities and initiatives.

Tasks

- Design assets based on briefs, brand guidelines, or creative direction
- Adjusting layouts to ensure elements are aligned and balanced
- Ensure fonts, colors, and styles are consistent across slides
- Consult team members on design best practices

Painpoints

- Repetitive tasks such as fixing inconsistencies, formatting issues, and adjusting color and layouts
- Juggling multiple design requests with tight deadlines
- Sacrificing quality for speed

8

Avg Monthly Keynotes

16

Avg Hours per Keynote



EXPERT
KEYNOTE PROFICIENCY



EXPERT
DESIGN PROFICIENCY



HIGH
QUALITY EXPECTATIONS



UNPREDICTABLE
DEADLINE



Meet Kelsey



Project Manager
LEADERSHIP

Content expert struggling
with visual appeal

Scenario

Bi-weekly, Jessica presents the status of a priority project to senior leadership. These presentations are important for continued support and buy-in. Her team depends on her to represent their work.

Goal

Get buy-in from leadership on her project

Tasks

- Collect status of individual progress
- Outline the presentation with key talking points
- Task team to provide product screenshots
- Populate the deck with relevant text, images, and videos
- Work with designer to polish and finalize

Painpoints

- Time constraints when collaborating with a designer to help her clean up her slides
- Struggles to make slides visually appealing and cohesive
- Spends too much time 'tinkering' with slides
- Feels frustrated that she has to enlist the busy Graphic Designer polish the deck

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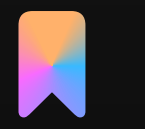
Avg Monthly Keynotes

8

Avg Hours per Keynote



INTERMEDIATE
KEYNOTE PROFICIENCY



NOVICE
DESIGN PROFICIENCY



AVERAGE
QUALITY EXPECTATIONS



PREDICTABLE
DEADLINE



Meet Alex



Software Engineer
TECHNICAL

Technical expert seeking feedback
on content, not aesthetics

Scenario

Alex is an engineer working on new features on an important product. Each week he prepares a deck showcasing his progress to share his progress. His focus is technical details, but he feels self-conscious about the quality of his deck.

Goal

Present his work in a way the team can provide actionable feedback without being distracted the design of the deck

Tasks

- Organize the deck into a logical flow
- Collect screenshots, code snippets and demo video
- Writing short descriptions and annotations to explain the technical aspects of the project

Painpoints

- Feeling judged for the lack of visual polish of his slides, distracting from his focus on technical content
- Spending time adjusting margins, fonts, and layouts to make slides presentable
- Feeling frustrated by features in Keynote that seem unnecessary for his goals

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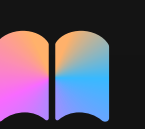
Avg Monthly Keynotes

2

Avg Hours per Keynote



NOVICE
KEYNOTE PROFICIENCY



NOVICE
DESIGN PROFICIENCY



LOW
QUALITY EXPECTATIONS



PREDICTABLE
DEADLINE

