

GOOB !

**Get out of the building (GOOB)
and talk to your users**

TARGET AUDIENCES VS PERSONAS



Target Audience

Total Audience: 5,644,000
 Women: 5,088,000
 Median Age: 36.4
 Age 18-34: 47.4%
 Age 25-49: 52.0%
 Median HH: \$76,052
 HH \$75,000+: 50.5%
 Any College: 73.8%
 Employed: 67.8%
 Single: 43.2%
 Readers per copy: 5.28

Source: MRI Doublebase 2013, Base: Adults

The title itself means "She" in French. It's made for women 16-40ish who love fashion. The reason there is a wide age range for this magazine is because there are different articles that will appeal to different women. The audience for this magazine would be people in the middle of the socio-economic model. The magazine is £3.70 and is monthly. This means people in the target audience will have the money to buy it every month that it comes out. Elle could also be more appealing to the teenagers and early 20 year olds because of the recent upcoming and popular singers and actresses they use in their magazine for interviews. The advertisements in the magazine are generally fashion and beauty brands advertising latest products of fashion lines aimed at females, so the reader would have to be earning money with disposable income to purchase any of the products. Each magazine offers something unique with a slightly different audience base. The magazine producer has included "elle.com" underneath the date and the cost and has enlarged the font. This allows the audience to become involved socially and look at their website which would include more fashion buys and style/beauty tips for those who were interested in it.

Total Avg Monthly Unique Visitors 2,834,000
 Page Views 5.8MM
 Total Minutes 1.6MM
 Female / Male Ratio 68%/32%
 Median Age 37
 Median HH \$79K

There are 27 Elle websites globally, which collectively attract over 2.8 million visitors and 5.8 million page views per month. But the number of visitors lower than total audience of Elle magazine because some people don't have access to the internet or don't have time to visit website page. On the official website we can find some extra information about issues. Also there are fashion blogs, horoscopes, competitions with prizes, photos, news and so on. All of this extra features are interesting for 16-40 years old women. Visitors can even find links to the official pages of Elle magazine on the social networks which are popular between 16-25 years old teenagers. Also it's possible to download Elle magazine on the smartphone. It gives an opportunity to read a magazine if person is busy and cannot buy an issue. Electronic version of Elle is full of interactive pages and links which are made it interesting to read. Audience who don't have time to buy Elle in a shop or teenagers enjoy this option.



Fashion 50% Beauty & Health 12%

Other Misc 5% Living 6%

Entertainment/Celebrity/Culture 22%



TARGET AUDIENCES : DATA FOR MARKETING

A target audience is a list of demographic and psychographic traits shared by a business's typical customers.

The method ?

Examining historical data, trends, and performing some research on your customers & your competitors' customers.

The goal ?

Inform the marketing tactics you choose for your business.



PERSONAS : EMPATHY FOR USER EXPERIENCE

Personas are archetypes. They summarize emotions, deep motivations & context of use of a typical user.

The method ?

User research ! User interviews, log book, shadowing, surveys, focus groups...

The goal ?

Personas are all about building empathy amongst your team, to design great experiences together.



TEACHING THE VALUE OF UX
RESEARCH IN TEN MINUTES
(WITH CHOCOLATE)



THE RIGHT TEMPLATE IS NO TEMPLATE

What should you put in a persona?

Everything that will help you and your team designing a better experience : help you choose and prioritize features in meetings

Basics : photo, name, demographics, relevant quotes

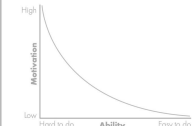
Motivation & behaviour : user goals, journey, motivations, frustrations, ability

Persona Notepad

First impressions

PROFILE PHOTO	NAME	ROLE
	QUOTES	DEMOGRAPHICS

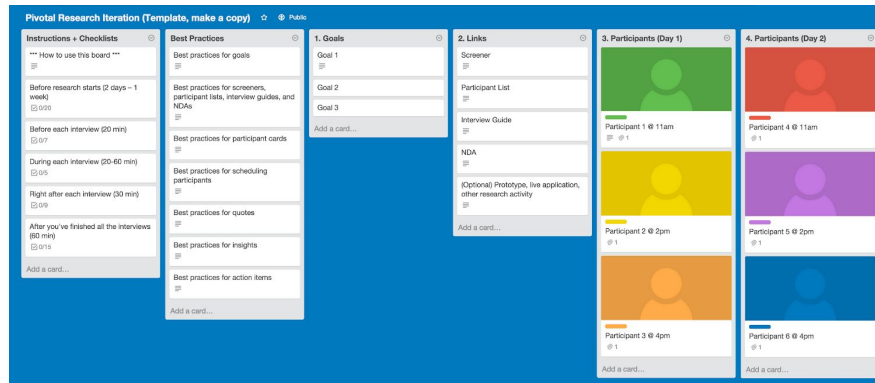
Motivation & Behaviour

GOALS <small>What does the user want to achieve</small>	JOURNEY <small>How does the user currently solve this problem?</small>
MOTIVATION VS ABILITY 	MOTIVATING FACTORS INHIBITING FACTORS POSSIBLE TRIGGERS

Creating personas

ORGANIZE YOUR RESEARCH

I like this Trello template to organize & share actionable UX research & personas

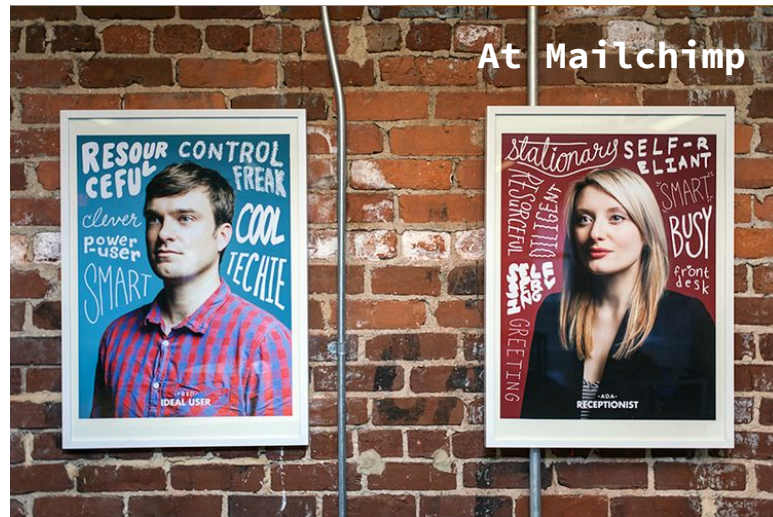


[Medium article](#)

SHARE YOUR RESEARCH !

Remember that you went on the field and your team didn't have the chance (if you can, try to bring them with you sometimes).

You team should be able to think alike with your persona. All the team should have personas in mind during meetings, when prioritizing and making decisions.



WHAT COULD GO WRONG ? (IF WE'RE NOT TAKING THE TIME TO DO PERSONAS)

- A 40 days strike following the redesign of a professional app potentially causing legal issues for its users
- A store redesign with less smartphones displayed that leads to less bonuses for its sellers
- An app designed for junior mechanics that makes senior mechanics want to quit
- A car rental app that needs data to unlock the car in underground parkings



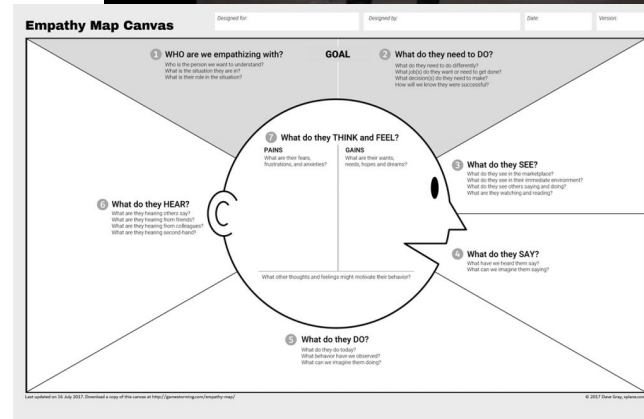
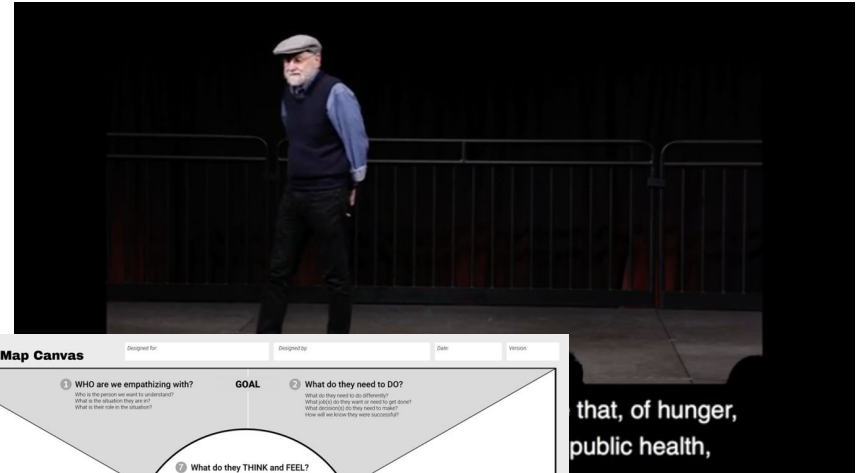
BEYOND EMPATHY

“We need an approach that’s top-down, the expert knowledge, and bottom-up, the community people.”

Communities know the culture & problems.

Experts can design solutions to solve the underlying problems.

Read Don Norman’s article [Why I Don’t Believe in Empathic Design](#)



THINK FURTHER : ETHICS & SYSTEMIC DESIGN

You need to think the user in context to understand his triggers

Influencers : children, close ones, social pressure...

Environment : context of use, wifi or data..., feelings

When design or redesigning a product or service, ask yourself “what could go wrong” from an ethical perspective.



[Designers éthiques](#)