



HELLO HUMAN

THE **10** PARTICIPANT
PERSONAS IN
UX RESEARCH

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Chapter 6

The 10 Participant Personas

The Chatty One

The Quiet One

The Nervous One

The Overly Confident One

The Bossy One

The Secret Admirer

The Angry One

The Buffering One

The Valentine

The Gold Digger

In the next 10 chapters you will be introduced to the 10 participant personas I had the privilege of meeting in usability studies and interviews. Some were conducted in person while others were remote online or via a telephone call. Some of those who were remote had their cameras turned on so we could meet face-to-face while others didn't have an internet connection stable enough that allowed a seamless video call. While conducting these sessions I would find myself cupping my hands over my ears and headset, listening intently to what the participants say and how they say it.

I always enjoy meeting participants in UX research studies and interviews. Some leave a lasting impression on me while others teach me valuable lessons. Every human come with their own unique set of identifiable traits that make them one of a kind but they might also share some similarities with others alike.

The 10 participant personas in UX research

1. *The Chatty One* who enter the room with a burst of personality and colour;
2. *The Quiet One* who come across as shy and introverted;
3. *The Nervous One* needing a bit of reassurance to help them relax so they can proceed to delightfully impress by how observant and informative they actually are with rich insights, thoughts and feedback;
4. *The Overly Confident One* that will fill the chair with their charisma and energy;
5. *The Bossy One* with their strong personality and even stronger will;
6. *The Secret Admirer* taking more interest in you than the study without you even knowing it;
7. *The Angry One* who really just wants to be heard having gone through an awful customer experience and feeling like nobody cares because

they're just another number;

8. *The Buffering One* taking the time to painstakingly think before they answer-perhaps a tad too long;
9. *The Valentine* oozing chivalry and flirtation, holding on to that farewell handshake a little too long for comfort; and last but not least;
10. *The Gold Digger* who knows how the system works and that they're only there for the reward and couldn't care any less about your product or feature;

Please take a moment to think about all the wonderfully different types of humans you have encountered before. This could be at the office, at school as well as at home. They each have their own unique way of speaking, doing things and gesturing while they talk. Have you ever come across two humans who know you but do not know each other and you find that they share very similar characteristics? Ever thought 'Wow, this human seems so familiar'.

I bet that you will certainly find yourself nodding along as you read, thinking '*Oh yes, I've met this one before*'.

Feel free to make your notes and me know if you come up with your own persona type and what unique characteristics they possess.

About the author



Adèle Meijers (van Nieuwenhuizen)

“Since she was little, Adèle Meijers always dreamt of writing a book. Her very ambitious childhood dream was to ‘write the biggest book in the world’. As Adèle grew older, she learnt that this passion and dream of writing a book actually came from her love of learning, and her desire to share knowledge and help others.

Adele grew up in beautiful, sunny South Africa where she, at the time of writing this bio, currently still happily lives and works. She specialises in conducting UX research, and derives great joy from doing usability studies and research, since this allows her to meet many interesting people that she would not have had the opportunity to meet, had she not been, in the field of UX research.”

* * *

The beauty of life is that everyone’s journey is different. We all develop and grow at a different pace, it is so important to never compare ourselves to others. Each of us are on our own wonderful journey of growth and discovery. Learn from it as much as you can, and remember to always help others along your way. You never know how much a few words of encouragement can positively impact on someone’s life. Always be kind as kindness will always return to you in unexpected ways.

The 10 participant personas in UX Research:

The Chatty One who enter the room with a burst of personality and colour, **The Quiet One** who come across as shy and introverted, **The Nervous One** who just need a bit of reassurance to help them relax, **The Overly Confident One** that will fill the chair with their charisma and energy, **The Bossy One** with their strong personality and even stronger will, **The Secret Admirer** taking more interest in you than the study, **The Angry One** who really just wants to be heard having gone through an awful customer experience, **The Buffering One** taking their time to painstakingly think before they answer any question, **The Valentine** oozing chivalry and flirtation, and last but not least, **The Gold Digger** who is there for the reward only and couldn't care any less about giving you true and accurate feedback on your product or feature you are trying to test with them.

Each participant persona have been carefully compiled based on similar or identical characteristics that form part of a combination of specifics like personality type, tone of voice, similarities in body language as well as overall appearance and mannerisms. Learn how to identify them during remote or in-person UX research studies.

