


[UX evaluations](#)
[Personas](#)

## Marc Persona

Type:

Primary

Job title:

Usability and UX consultant

Quote:

"There should be more usable tools to perform heuristic evaluations"

Gender:

Male

Age:

37

Other personal / demographic data:

He has a master's degree in **psychology**. After making some research on how people interact with computers, he has been working on usability for **10 years** (last 5 years at a **UX agency** together with other specialists).

Knowledge / skills:

He has deep knowledge of **computer interfaces** (web, apps, mobile, etc.) and how people use them. He is also an advanced user of **office software** (text processing, spread sheets, etc.), as well as specialized software for usability user testing.

Goals / motives / concerns:

**Evaluating interfaces** is part of his daily work. He uses different sets of heuristics depending on the particular project (some times **more than a single** set), but the **selection** is always made based on his knowledge; he doesn't uses any tool to make that decision. For the final report he uses some **templates** he has refined during his career, but he doesn't use any specialized tool during the evaluation itself: he documents his findings in a **spreadsheet**.

When performing an evaluation, one of the experts at the agency is responsible for it and makes **most of the work**, but usually other experts make a quick review to refine the findings made by the responsible.

He would like to use some tool to help **selecting the heuristics** for every situation, and also to **document and report** all the details of the issues as they are found (including the related guidelines).

Picture:



Defined during:

Personas

Role(s):

Usability expert

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## ? Personas

A persona is a **fictional person** who represents a major user group for your system.

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