

## **Persona Assignment Reflection**

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### Experience Conducting Interviews

I really enjoyed conducting the listening session. I liked the open-ended format that allowed me to practice active listening and to let my curiosity lead the way for learning more about the user's financial life. It felt more organic and fun to not have an "agenda" with pre-set tasks or questions.

### Why Behind my Persona Features

Keeping in mind Vanguard is an investing firm, I wanted to convey the information most relevant for how to connect with the persona of Amy Smith. I liked and followed Indi Young's advice to exclude "bias" factors like age, gender, race, education level, etc. Instead, I focused on Amy's digital communication styles and preferences, since Vanguard's products are all digital interfaces. I also emphasized pain and pleasure points, so the designs can address Amy's specific fears and limitations, while also capitalizing on opportunities to recruit and retain her as a customer for life.