

## Persona Development Service

### Why use this service

Personas are vital to the success of a product or service because they drive design decisions by taking common user needs and bringing them to the forefront of planning before design has actually started. Personas provide the team with a shared understanding of users in terms of goals and capabilities.

Activities in producing personas:

- Qualitative research via user interviews field studies and usability reviews
- Insight from online surveys
- Analysis of web site usage data
- Segmentation of users into groups based on research findings
- Creation of personas with sample personal information to inform user experience



# Creatively Digital

Creatively Digital Ltd, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ  
[www.creativelydigital.co.uk](http://www.creativelydigital.co.uk) | Company Number: 11207082 | VAT NO: GB 290800118

## About Creatively Digital

Creatively Digital is a user experience consultancy service that enables simple product and service development and testing service with a user focus.

We partner with clients across Government and Energy to deliver services that have a positive impact on the lives of all users of the services.

We provide the following services:

- User Research
- UX design
- Usability testing
- Accessibility user testing with disabled participants
- User research and testing training
- User research and testing participants recruitment
- Persona development
- Journey mapping
- Data science & Data engineering (Cloud software)
- Data migration

Some of our clients include:



Cabinet Office



Department for  
International Trade



Department for Levelling Up,  
Housing & Communities

ofgem



The  
Pensions  
Regulator



Home Office

NHS  
Digital



HM Revenue  
& Customs



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### **Ready to get started on your Persona Development project?**

Contact us with your requirements to get started with your persona development project, and a member of our team will be in touch:

Email: [sales@creativelydigital.co.uk](mailto:sales@creativelydigital.co.uk)

The cost of this G-Cloud 13 service is detailed on our rate card.