

TAYLORMADE: COMPREHENSIVE PERSONAS

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OVERVIEW

In a prior project, I conducted a website analysis on the websites of TaylorMade, and Titleist and compared the UX and UI features for each. For this project, I developed two comprehensive personas as potential users for TaylorMade's website. Personas represent the potential users of a product or service. Each persona has their own personality and story. For this project, I used two personas. The first persona was myself, and the second was an ideal user. Each persona represents a potential user who may go to TaylorMade's website looking for new clubs or golf apparel.

Matthew

Age: 23

Occupation: College Student

Location: New York, New York



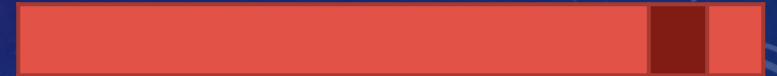
Motivations

- Golf
- Convenience
- Best Performance

Matthew is a college student who is also working. During the week, he works a 9-6 job but finds time to go to the golf range after work to improve his skills. On the weekends, he tries to golf 36 holes a day.

Technology

Social Networks



Internet



Mobile Apps

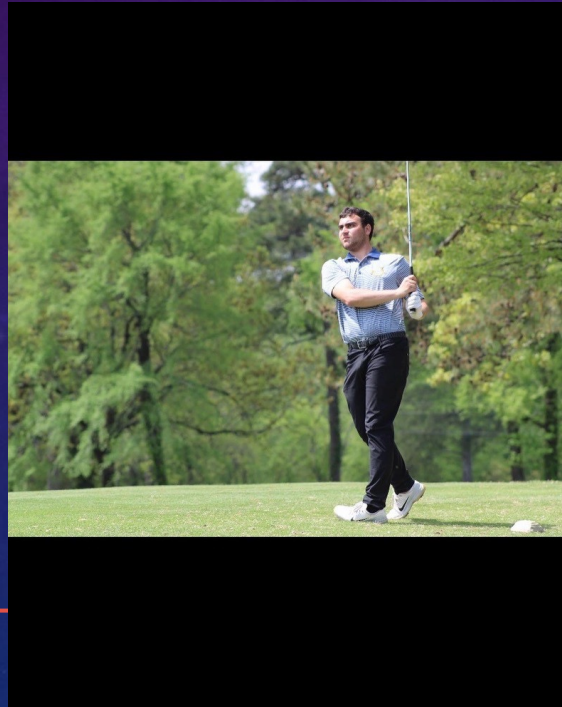


QUOTES

“I have seen advertisements about the new technology in your clubs helping to improve performance. I am looking to improve my golf performance.”



“I want to have golf clubs that will help me play to the best of my ability.”



“I want the best clubs for my game no matter how expensive they might be.”



MOTIVATIONS AND BEHAVIORS

Goals

New Clubs:

Wants to get new clubs after having his old clubs for 4 years

Unique:

Wants to have golf clubs that are customized to suit his golf game

Options:

Looking for different options for clubs rather than the ones he has been accustomed to

Money:

As a college student who works, his budget is tight. Golf is an expensive sport so finding options that are reasonably priced is important unless he splurges on a one time purchase

Journey

Online/In Store Shopping:

He uses online shopping to design the specifications for the clubs he wants before picking it up in the store

Research:

He researches the clubs by looking at what professional players use and how they compare to other brands.

Become part of the team:

He always hears about the TaylorMade team, and he thinks it is time for him to buy TaylorMade clubs and become part of the TaylorMade team

MOTIVATIONS AND BEHAVIORS

Motivating Factors

Social Life

He loves to play golf with friends/family

Professionalism

Golf is great for business/interacting with clients

Escape

Playing golf is a way for him to escape from reality

Inhibiting Factors

Playing Alone

When his friends/family is unable to play he is reluctant to play alone

Embarrassment

If he is golfing with a potential client for business, he is worried he might ruin a potential relationship if he lets his emotions on the course get the best of him

Potential Triggers

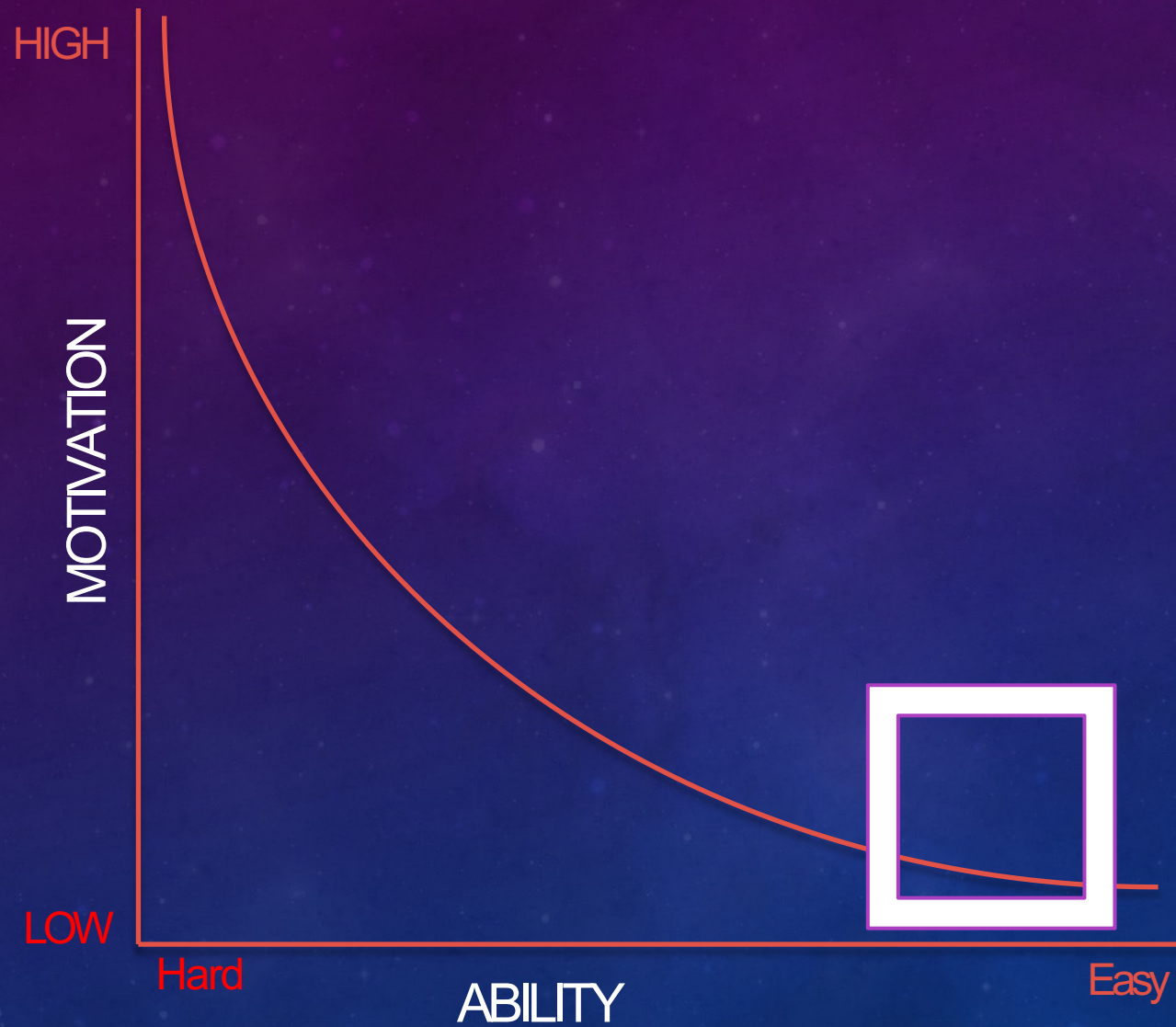
New Clubs

Reluctant to get rid of his clubs that he used for so long

Tournaments

When playing in tournaments his demeanor changes and he becomes more serious rather than his energetic self

MOTIVATIONS AND BEHAVIORS



The TaylorMade website is relatively easy to navigate although Matthew does not always have the motivation needed to make a purchase and sometimes just likes looking at products.

Scenario one

- Friends want to go golfing at an expensive course, but he only has his old clubs
- He ponders the idea of buying new clubs, so he goes to the TaylorMade website to check out clubs
- He gets fitted for clubs and buys clubs that will arrive in time for the round with his friends

Scenario Two

- He just got his paycheck from work
- Having some money available, he opens his computer and purchases a new set of clubs
- The clubs arrive two weeks later, and he is ecstatic and shoots his personal best with the new clubs

SIMILAR PERSONAS

The Professional Golfer



<https://www.britannica.com/biography/Tiger-Woods>

He is looking for clubs that will aid his performance no matter the price so he can compete at the highest level.

The Casual Golfer



<https://www.stayful.com/lifestyle/casual-golf-attire-5-key-tips-for-looking-stylish-on-the-golf-course/>

He is looking for a medium-priced set of clubs as he plays a lot of golf, but not enough to where he needs the high-end stuff.

Mr. Moneybags



<https://hypebeast.com/2021/8/rolex-rippers-golf-club-expensive-watch-theft>

He wants to spend however much money is necessary for him to play well.

PERSONA MATRIX

Golfs all the time



Saving Money



Spending Money



Golfs once every few weeks

Peter



Age: 23

Occupation: Financial Advisor

Location: New York, New York

Motivations

- Making Money
- Helping Others
- Staying active

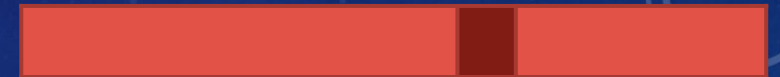
Peter is a recent college graduate who is now a financial advisor. Because of his new job, he wants to take a lot of clients golfing as it can lead to a potential partnership. He is looking to find the right clubs to suit a beginner golfer.

Technology

Social Networks



Internet



Mobile Apps



QUOTES

“I just recently got into golf and need to buy clubs. But I am not sure where to begin.”

“I need some assistance with picking out new clubs that will make me want to continue playing golf.”

“Because I am new to golf, I do not want to spend a lot of money on clubs.”

MOTIVATIONS AND BEHAVIORS

Goals

New Clubs:

Wants to get a set of clubs for the first time.

Unique:

Wants to have golf clubs that are optimal for a beginner golfer.

Options:

Looking at all options for clubs as he doesn't know which brand has the best clubs for him and his game.

Money:

As a recent college graduate who works, his budget is tight. Being that he is a new golfer, he does not want to spend a lot of money for a new, nice set of clubs

Journey

Online/In Store Shopping:

He uses online shopping to try to see what clubs are best for a beginner golfer before going to the store to buy the right clubs.

Research:

He researches the clubs by looking at what professional players use before comparing them to what beginner golfers use. He knows he is not good enough yet to use the same clubs as professionals.

Become part of the team:

He has heard his friends say that they are part of the TaylorMade team and as a new golfer, he wants to join that team.

MOTIVATIONS AND BEHAVIORS

Motivating Factors

Social Life

His friends all play golf and he wants to be with his friends

Professionalism

As a recent college graduate with a new job as a financial advisor, golfing will be crucial in his life as he golfs with clients

Relaxation

Playing golf is a way for him to relax after a tough work week

Inhibiting Factors

Being Alone

With all his friends playing golf, he does not want to be left behind

Embarrassment

Since he has never played golf before, he is afraid he will embarrass himself by playing poorly or missing the ball on a swing

Potential Triggers

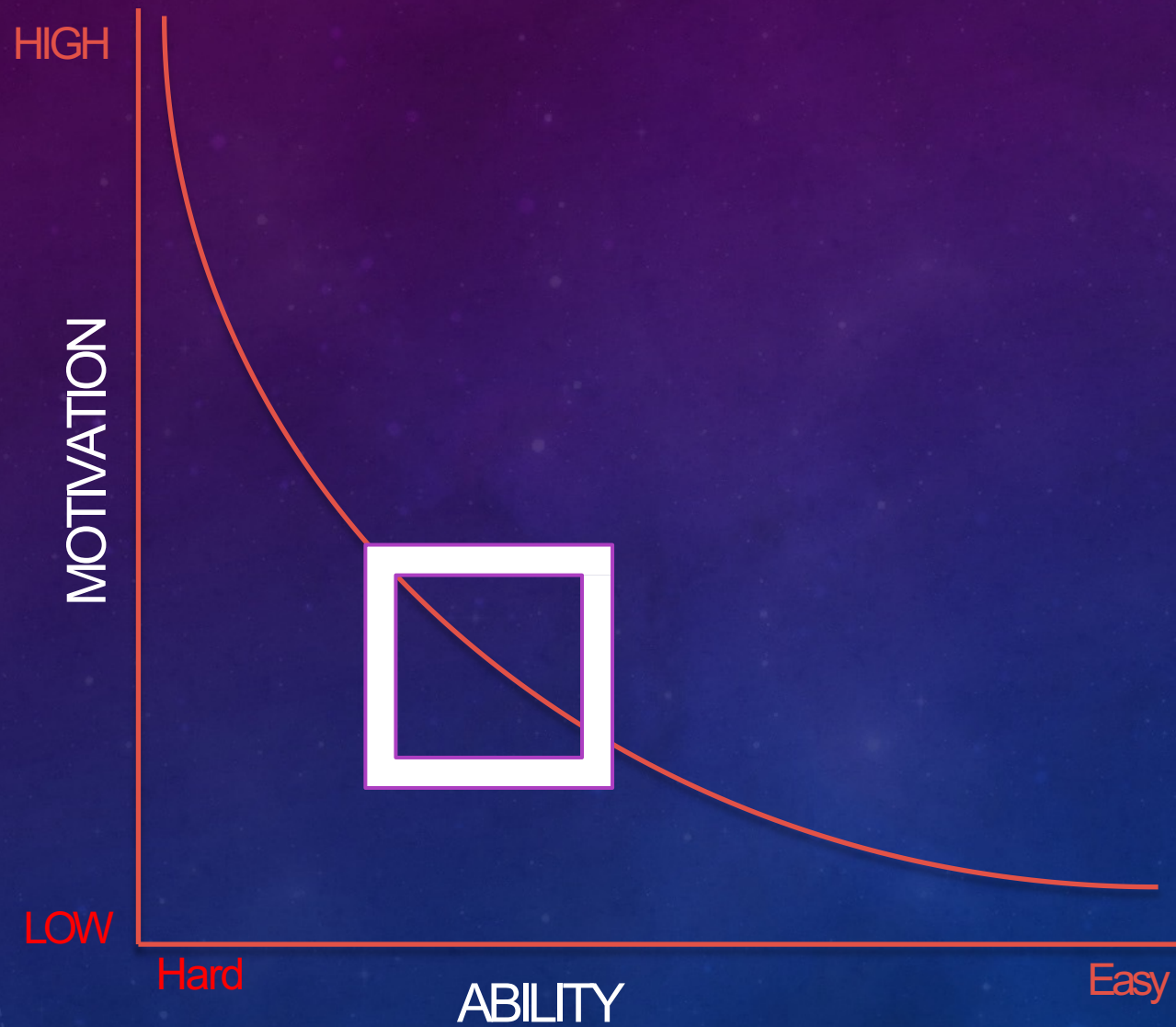
New Clubs

Clubs are expensive and he is a recent college graduate, so he wants to save up some money

Time

Having a full-time job means that he is unable to golf as much as he wants to. He also is unable to practice because of his full-time job

MOTIVATIONS AND BEHAVIORS



Jake is not sure where to start and doesn't have the motivation needed to start. This decreases his ability to use the website due to a lack of motivation

Scenario One

- His company is sponsoring a golf outing and he must attend
- He goes online to find a cheap set of clubs that he can use for this outing
- He orders the clubs and they will arrive in time for the outing

Scenario Two

- His friends are all going to play golf one day
- He wants to be with them, but has never played before and does not have clubs
- He orders clubs a few weeks prior to playing and has them in time for the round with his friends

SIMILAR PERSONAS

The Instructor



<http://regencyparkgolfcourse.com.au/golf-instructors-in-australia/the-role-of-a-golf-instructor/>

He wants to help people improve their golf game, no matter how good or bad they may be

The Beginner



<https://alamocitygolftrail.com/10-basics-that-will-help-beginner-golfers-play-the-game-better/>

He has a newfound love for the game and wants to constantly be out on the course

The Rare Golfer



<https://www.surreynowleader.com/sports/b-c-golfer-just-23-scores-the-rare-albatross/>

He is looking for the cheapest set of clubs possible for the 1-2 rounds he will play a year.

PERSONA MATRIX

Golfs all the time



Saving Money



Spending Money



Golfs once every few weeks