

Persona 1 — Sara

Role: Design Student

Age: 22

Location: London

Experience level: Intermediate

Devices: Laptop (primary), phone (secondary)

Sara is a design student who feels boxed in by templates and “correct ways” of designing. She uses the web for inspiration, learning and creative exploration.

Goals

- Improve her design confidence
- Explore experimental web layouts
- Find reassurance that creativity is allowed
- Understand alternative approaches to web design

Behaviours

- Browses portfolios and experimental websites
- Reads design blogs and short-form essays
- Works mostly in Figma and Webflow
- Distrusts rigid rules but still seeks guidance

Frustrations

- Feels pressured to follow trends
- Afraid of “breaking the system” incorrectly
- Feels her work looks like everyone else’s
- Gets overwhelmed by “best practices”

Needs

- Clear explanation of purpose
- Simple navigation
- Examples of unconventional layouts done well

Quote

“I’m tired of everything looking the same. I just don’t know how far I’m allowed to push it.”