

Persona 3 — Alex

Role: Web Artist

Age: 29

Location: Berlin

Experience level: Expert

Devices: Desktop (primary), phone (secondary)

Overview

Alex works at the intersection of art and technology. They enjoy unconventional work and are comfortable navigating unusual structures.

Goals

- Explore expressive digital work
- Discover experimental layouts
- See the boundaries of usability tested
- Find inspiration from independent designers

Behaviours

- Visits experimental web galleries
- Reads personal blogs rather than commercial sites
- Shares interesting projects on social media
- Creates small digital experiments

Frustrations

- Overly polished commercial design
- Predictable navigation patterns
- Lack of personality in modern websites

Needs

- Clear purpose
- High-level structure, even within chaos
- Room for discovery

Quote

“Digital work should feel alive, not manufactured.”