



PERSONA 1

The Boundary Pusher

**“Halt new features and fine tune everything that’s there.
Get that solid - you’re already light years ahead of the competition.”**

Emma Mason

Job Title: Full Stack Developer

Location: Boston, MA

Emma is a full stack developer on a product team in Boston. She wears many hats at her job, covering front end design thinking to backend integration. She uses CodePen frequently both at work and at home. She loves to push the boundaries of technology and CodePen helps her to achieve this. She values private pens to enable her to showcase her best work—which gets her a lot of visibility. She shares her prototypes at work and then experiments with technology at home. The ease of setup helps her to just focus on her ideas. She has a self-hosted blog where she embeds pens, but likes keeping her own blog separate. She listens to CodePen radio to keep up on the latest features.

User Goals:

- Demonstrate new ideas in working prototypes
- Showcasing abilities and talents with experiments
- Gaining visibility within the community

User Needs:

Emma wants to use CodePen as often as she can, in as many ways as she can. With the effort she puts in to generate interesting content that pushes the boundary of technology, she wants to be able to share it amongst the community with ease. Visibility is important to her, and motivates her to continue using CodePen over competitors. She needs CodePen to better showcase content to help her achieve peak visibility. However, more important than her experiments, is the quick prototyping she uses every day at work. The collaboration mode helps her easily express and share her ideas with teammates.

Task: Creating an experimental pen

| Scenario | User Behavior | Suggested Enhancement |
|---|---|---|
| Emma has a theory about a new technology that she wants to test out. | She opens a new pen and immediately configures her settings. She saves a private pen while she’s in progress. “Jumping in was easy, but when you want to customize, you have to dig around more to figure out how to do more advanced features.” | <ul style="list-style-type: none">• Surfacing settings in a more intuitive way• Having users configure settings before they get to the pen |
| Emma has an impressively designed and well executed experimental pen she wants exposed. | She hopes it gets picked to go on the homepage, where she knows most people check. She tweets it herself, hoping to gain recognition. | <ul style="list-style-type: none">• Ability to “suggest” a pen for picks• Surfacing her community in a more intuitive way |



PERSONA 2

The Connected Helper

**“It would be nice if it was more of a social network,
rather than just faceless pens.”**

Trey Watson

Job Title: Freelance developer + college teacher

Location: Leeds, England

Trey is a freelance developer who also teaches. He's very connected both in his hometown and across the internet. He loves to help people, whether they're students in his classroom or strangers on the internet. He loves being a pro user and uses private pens for client work but doesn't have value in teacher mode currently due to the size of his classroom being 20 students. He likes to quickly mock things up to demonstrate to his students. He actively comments on pens to give feedback, striving to make the web a better place. He loves his client work but uses CodePen as a deliverable tool rather than an experimental playground. He has made many developer friends through CodePen and continues to use it as a networking resource.

User Goals:

- Share private pens with clients
- Demonstrate an exercise while teaching
- Comment helpful critiques on pens

User Needs:

Trey needs to be able to demonstrate his lessons and to help answer questions for his students. He also needs a place to connect with his students and allow his students to connect with the rest of the web community. With so many people he is connected to, he would love to be even more involved in what his network is doing whether that's creating a pen, writing a blog post, or interacting amongst each other.

Task: Showing students examples

| Scenario | User Behavior | Suggested Enhancement |
|---|--|--|
| One of Trey's 20 students asks him to explain something | He opens a new pen and demos as he explains, projecting his screen “It would be nice for me to have the possibility to have more users in the professor mode. There's the SuperPro account where I have 100 users which is definitely too much for me.” | <ul style="list-style-type: none">• Allowing more than 10 students in professor mode |
| Trey has some 200 pens that he has used in his classes and he wants to update some of his files | He sorts through his long list of assets, trying to search and find which pen connects to which file | <ul style="list-style-type: none">• Better file management• Folder structure• More organization around ones own pens |



PERSONA 3

The Observant Learner

**“I’d like to see more content on each page.
Six is just frustrating, but I understand why they do it.”**

Ben Bitmoore

Job Title: Frontend Developer

Location: Savannah, GA

Ben is a frontend developer at a client services agency in Savannah. He has been in the industry for 2 years, so he still considers himself an avid learner. He uses CodePen to help improve his own code by digging into others’ pens and forking for his own experiments. When he creates his own pen it is usually to test out a tutorial, and he will keep it private for several iterations until he feels comfortable sharing to gain feedback. He regularly checks the homepage for the Picks, but wishes he could be exposed to more. He is constantly hearting pens for his own reference, and likes to browse other people’s collections but finds it difficult. He sometimes feels a bit overwhelmed and afraid to interact with certain features for fear of not knowing what they’re for. He sees CodePen as a place for him to prove his ever-growing skills.

User Goals:

- Get feedback on pens
- Find useful code to learn from
- Understand different libraries

User Needs:

Ben needs to be able to easily search CodePen to find things that teach and inspire him. He likes to follow trusted people with valuable collections but finds browsing the community to be difficult and tiresome. He hopes to one day have a pen as a feature Pick on the homepage. He likes to easily fork others’ pens and make generic versions for himself to learn from, but doesn’t necessarily want the fork to be exposed as a public pen on his profile. He is still learning the different facets of development, and needs some guidance on how the different settings and libraries work together.

Task: Learning from an inspiring pen

| Scenario | User Behavior | Suggested Enhancement |
|--|--|---|
| Ben finds a pen that he wants to understand and recreate | He forks it and begins experimenting with how it is built | <ul style="list-style-type: none">• Not auto-posting forked pens both to recent pens & to user profiles |
| Ben wants to find an inspirational pen to save for later reference | <p>He browses picks, collections, and digs through users he follows to find one he likes. He then hearts it or adds to one of his own collections.</p> <p>“It would be nice to be able to bookmark a pen without favoriting it “</p> | <ul style="list-style-type: none">• More distinguishable ways to save pens• Surfacing trusted followers content easier• Highlighting CodePen design patterns page more prominently <p>“I didn’t know Design Patterns existed or else I would definitely be using this!”</p> |