PAYCHEX® UX

UX Secrets

Resources for Choosing HR Tech in a Modern Workforce

Persona

PAYCHEX UX

Persona name:

Description

Describe this kind of person and their role, including environment, skills, hours, and other helpful details.
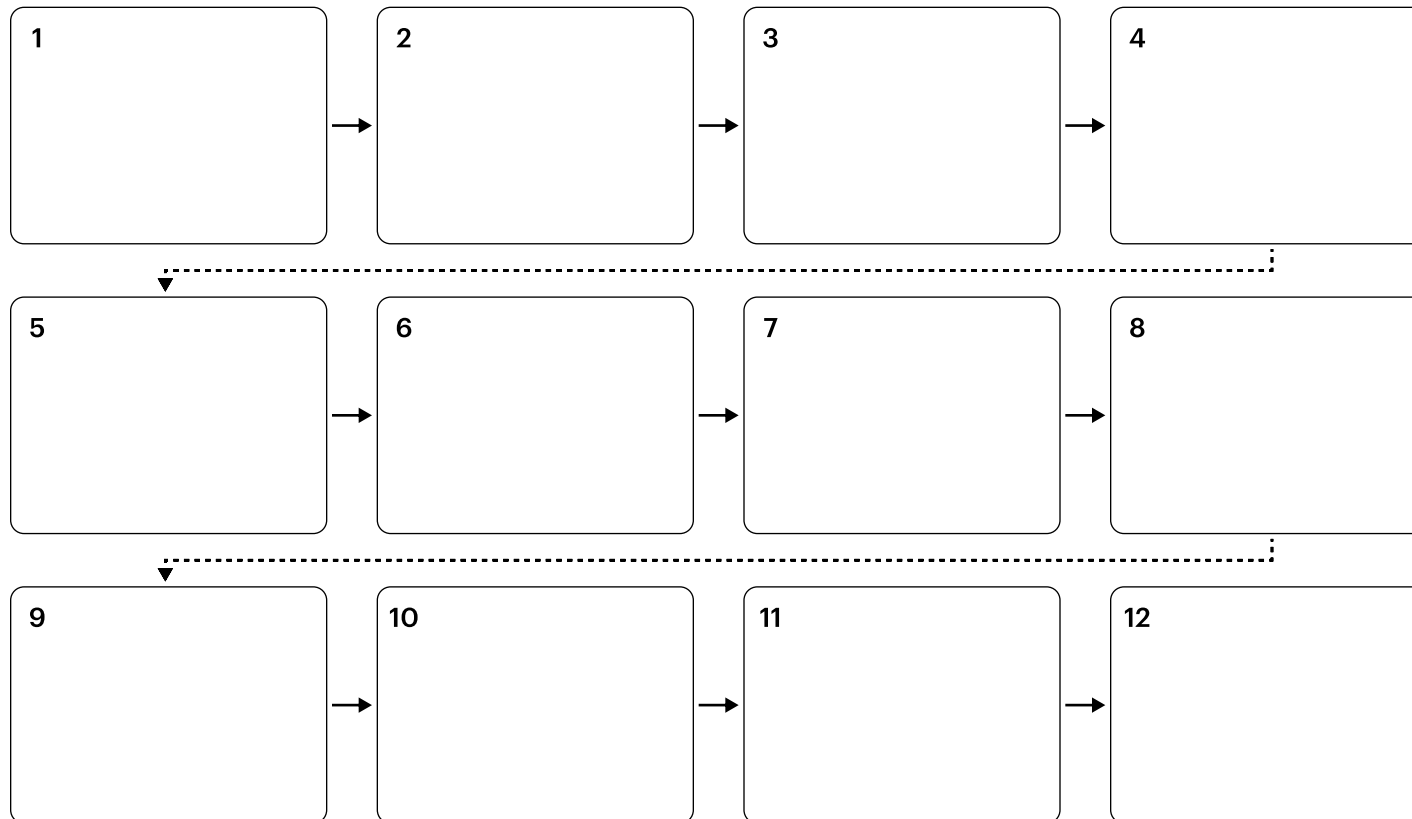
Key Tasks

List the most common things this kind of person does for their everyday work.

Key Challenges

Identify challenges that create difficulty or interfere with the tasks related to their job.

Journey Map

Persona name:

| 1 | 2 | 3 | 4 |

| 5 | 6 | 7 | 8 |

| 9 | 10 | 11 | 12 |

Tasks

List the most common things this kind of person does for their everyday work.

Challenges

Identify challenges that create difficulty or interfere with the tasks related to their job.

Notes

Driving Statements

Persona
What kind of person is this?

Problem
What is the problem for them?

Need
How could the problem be solved?

Outcome
What would be the end result?

Feature Map & Prioritization

	Product Name	Product Name	Product Name	Product Name

Feature Ideas

What features might address the persona needs?

Priority

		Product Name	Product Name	Product Name	Product Name
1		☐	☐	☐	☐
2		☐	☐	☐	☐
3		☐	☐	☐	☐
4		☐	☐	☐	☐
5		☐	☐	☐	☐
6		☐	☐	☐	☐
7		☐	☐	☐	☐
8		☐	☐	☐	☐
9		☐	☐	☐	☐
10		☐	☐	☐	☐