

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

Use a realistic name. Don't use names of colleagues.
XB! the gifted

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Learn to cast black magic in his 5.

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
You shall no pass!

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.
Age:20
Location:East Lansing Michigan
Job: Magic caster
Title: the Evil Hunter
About: He operates in the East Lansing,fighing the crime



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
Become the hero of Lansing. Earn fame for his family.But utmiately, become the justice.



WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.
No crime anymore in the East Lansing.



WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).
What works well, what are the frustrations, what is stopping her from choosing a function, service or product?
His secret identity is a CSE student from MSU. As the child of a billionaire, XB was told to be the justice. With the ambition in mind, XB started learning magic when he was 3.So he is powerful enough to beat crimes. On the first day when I arrived MSU, my bus is kidnapped by a group of bad guys with rifle. When I was wondering whats happening, XB came and blew them out with a giant fire ball, thanks XB for saving us.

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker?
Why, how can you tell?

Decisions made on facts or emotion?
Why, how can you tell?

