

USER PERSONA

JOHN DEVID :

" I don't mind working long hours, because i love to create innovative campaigns for my client
But sometimes , i wish the communication process with my clients would be easier".

DEMOGRAPHIC:

Age, gender :31 years old, male
Job : creative Producer
Education :Bachelor's degree in advertising and PR

Location : Los Angeles, California
Family situation :Single
Archetype :Straightforward advertising professional

CHALLENGE S ,FEARS , PROBLEMS

- Feels pressured by his workload
- can become stressed by volume client emails
- stuggles to handle the Communication between his co-workers and his clients

PERSONALITY:

- Extrovert
- sensing
- Thinking

VALUES:

- Seeking New Ideas
- Freethinker
- Loves the Art scene
- Practical minded and stright forwarded
- Love the security of a stable income

BEHAVIOUR:

- verysocial
- smart
- Hardworker

GOALS:

- striving for promotions
- Eager to win awards Andor reocgnition for for his advertising campaigns
- Wants to build great relationship with all of his clients
- Looking for more effective ways to work

BUYING DECISION PROCESS:

- Always busy , works long hours
- Prefers to gather information online
- Believes in product refferals of bloggers
- Haws to be bothered by sales calls

Type something

Type something

