

NAME

Use a realistic name. Don't use names of colleagues.

Anne Bellehugh

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

A high school graduate, worried about how she will go about her college life.

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"It's kinda nerve wracking. I never really thought about what I want to do with my life."



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.

Anne Bellehugh, age 18, has just graduated from Pioneer High School, and is taking her first steps into college life at Michigan State University. She has yet to decide what major she wants to take, and is hesitant on picking one, due to her worry of whether she will actually enjoy it or not.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

Anne is looking for direction, trying to get an idea of how she should approach college life. With everyone telling her that she has plenty of time to decide her major, she has no idea of how she should go about figuring it out.



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.

Anne attempts to search for answers on her own, looking online for anyone who has gone through a similar similar ordeal as her, and their solutions for how to fit into college life. To find something that she can identify with.



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?

Anne spends her free time using search engines to see if she can find any guidance on how to go about college life and searching for a major. She looks over blog posts, as well as makes posts on her own blog to see if she can get suggestions from other people. It helps when people give her suggestions, or tells her about their lives when they first got into college. But she feels that she can't truly connect with the people helping her, since she has a hard time visualizing what their lifestyles are, as they grew through college. She wants to find someone that she can relate this same issue with, and follow along with them for some guidance. So she continues to actively spend time searching for answers to her dilemma, hoping to seek bit more comfort and a coping method for her nerves.

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?

