

The background features a repeating pattern of four geometric shapes: a square, a triangle, a circle, and an 'X'. These shapes are arranged in a grid and are rendered in a light gray, semi-transparent style.

Persona Profile

Herramienta de Análisis

Objetivos

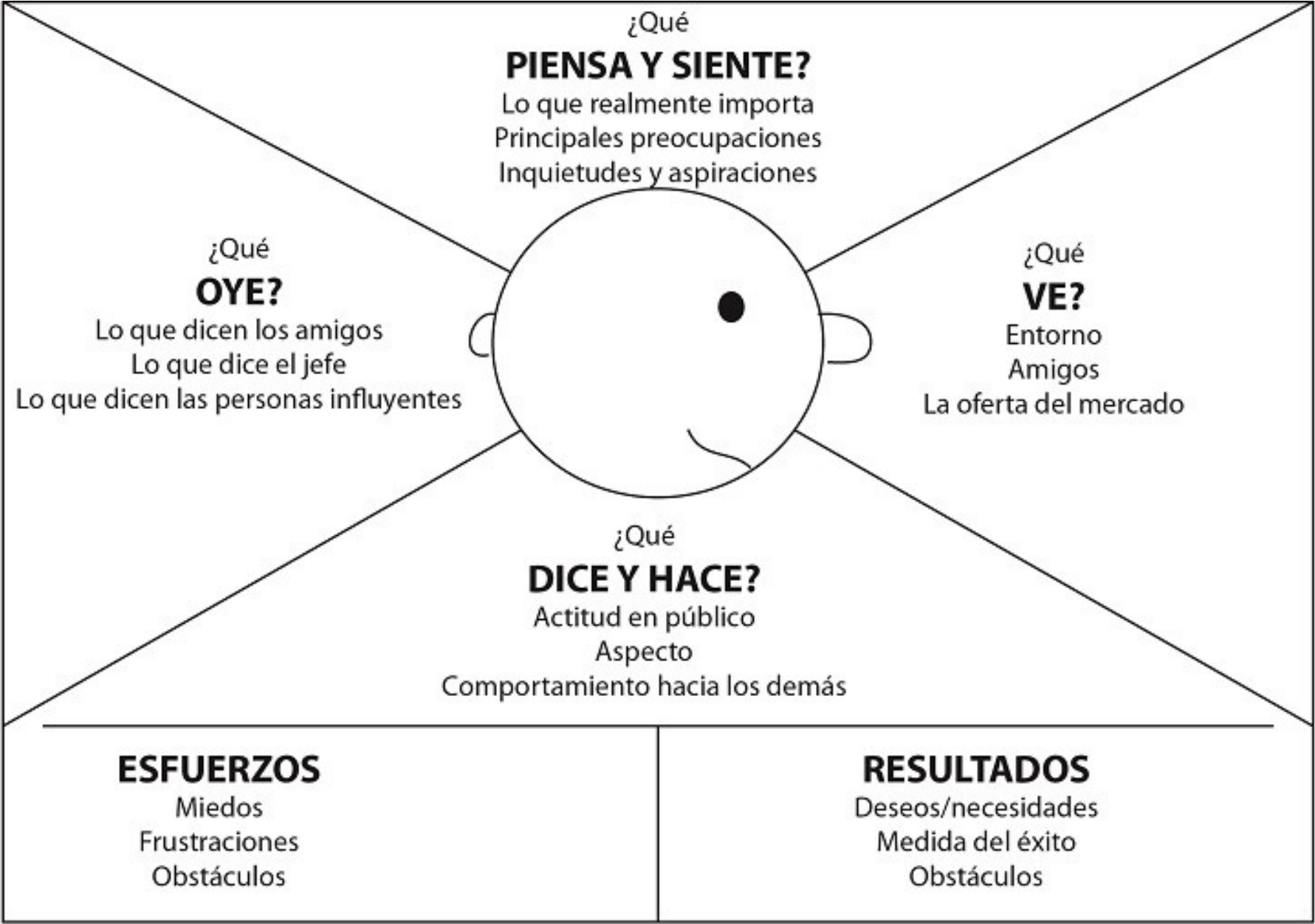
X Empatía

O ¿Por qué Persona Profile?

Δ Layout



Entrevista de Empatía



Diferencias entre Proto-Profile-Buyer Persona

Proto Persona:

- Basada en suposiciones y conocimiento existente
- Borrador inicial
- Menos detallada

Perfil de Persona:

- Basada en investigación exhaustiva
- Representación detallada del usuario típico
- Más completa

Buyer Persona:

- Foco en clientes potenciales
- Basada en datos de mercado
- Adaptada a marketing y ventas

Ejemplo: Proto-Profile-Buyer Persona

Proto persona:

- Un joven profesional conocedor de la tecnología que busca una manera de administrar sus finanzas de manera más eficiente.

Perfil de persona:

- Sarah, una gerente de marketing de 32 años con una agenda ocupada que necesita una aplicación de presupuesto que se integre perfectamente con sus cuentas bancarias y proporcione información financiera personalizada.

Buyer persona:

- Un propietario de negocio de nivel medio, de 35 a 45 años, que busca una herramienta de gestión de proyectos basada en la nube para agilizar la colaboración en equipo y mejorar la eficiencia de los proyectos, con una preocupación principal por la rentabilidad.

User Personas vs Buyer Personas

User Personas:

- ✓ Tells marketers who will use the product

Buyer Personas:

- ✓ Informs marketers on who will buy the product

Proceso

Revisión de los hallazgos de la investigación:

- Comienza compartiendo y discutiendo los hallazgos de la investigación y los datos recopilados.
- Busca similitudes, tendencias y comportamientos o preferencias notables de los usuarios.

Identificación de segmentos de usuarios:

- Basándote en los datos de la investigación, identifica distintos segmentos o grupos de usuarios.
- Estos segmentos pueden definirse por demografía, psicografía, objetivos o comportamientos.

Creación de perfiles de persona:

- Para cada segmento de usuario, crea un perfil de persona que encapsule las características clave, motivaciones, objetivos y desafíos de ese grupo.
- Dale a cada persona un nombre, una foto y detalles descriptivos para hacerlos sentir más reales y cercanos.

Desarrollo Colaborativo de Persona Profile

Presentar personas individuales

Cada miembro del equipo presenta la persona que ha creado individualmente, explicando el razonamiento detrás de sus elecciones y destacando los puntos clave.

Comparar y consolidar personas

Compara las personas individuales e identifica similitudes y superposiciones. Busca patrones, temas recurrentes y características compartidas. Consolida personas similares para evitar duplicaciones y crear un conjunto manejable.

Validar y refinar personas

Participa en una discusión para validar y refinar las personas consolidadas. Considera el aporte y las perspectivas de cada miembro del equipo, buscando consenso sobre los atributos y detalles de la persona.

Proceso

Recolectar información

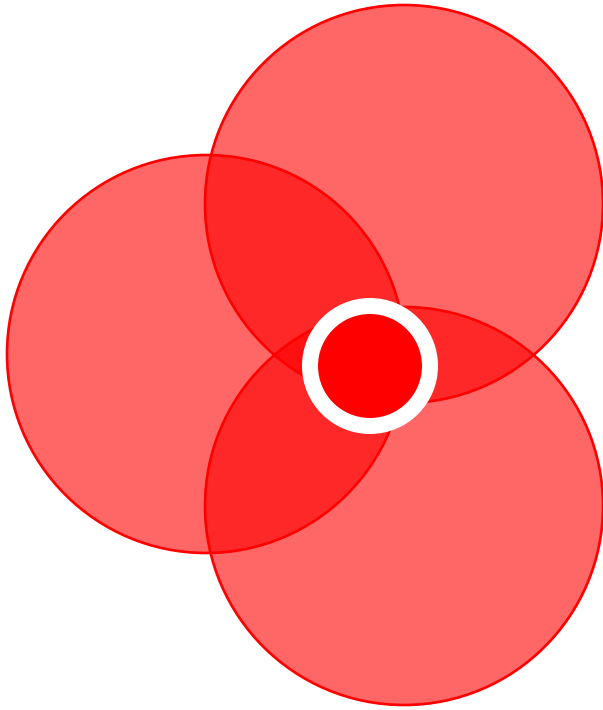
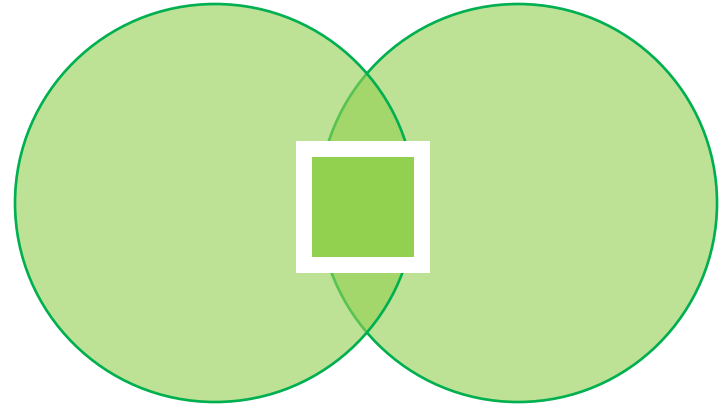
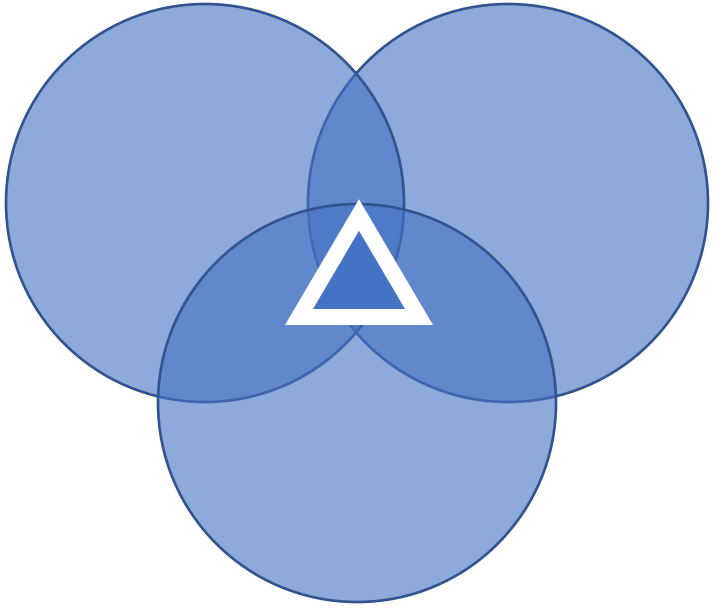
Analizar información

Crear PP

Agregar categorías

Validar PP

Continuar actualizando las PP

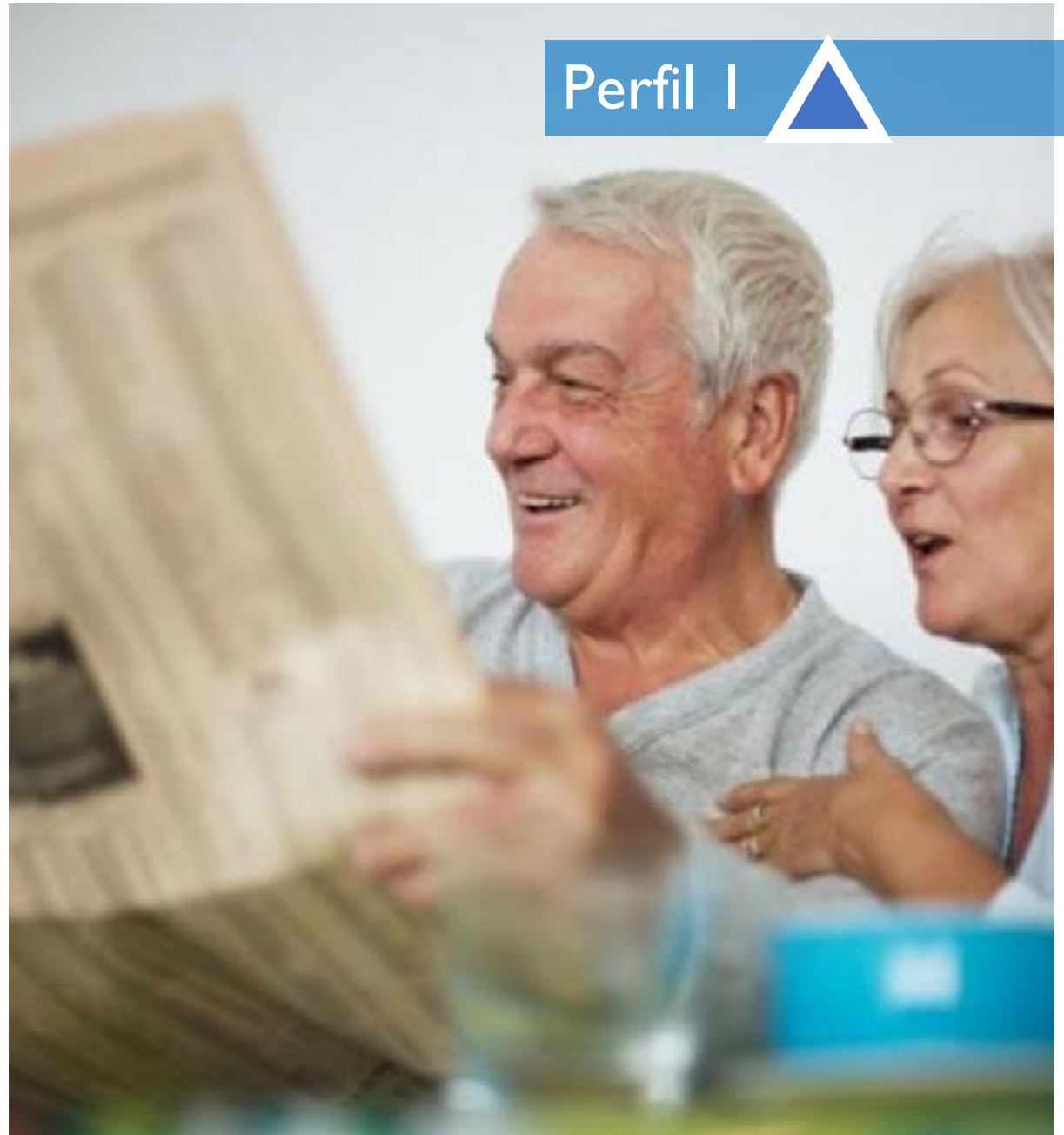




Perfil 3



Perfil 2

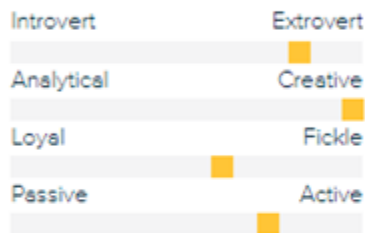


Perfil 1

Alyssa Wilson

Age: 28
Work: Interior Designer
Family: Single
Location: New York, NY
Character: The Maestro

Personality



Ambitious

Focused

Free-Spirited

Brands

Pinterest

CB2

Etsy

houzz



Bio

Alyssa is a blossoming interior designer who seeks to translate her passion for design into every space she works on. She approaches each project as a puzzle, and believes her job is to create the pieces that blend beauty, function and practicality, reflecting on the best possible look for the budget, way of life, and specifics of the location. She has been practicing interior design since 2008 and has a Master's of Interior Architecture from NYU.

Motivations

Designer Products

Eco-Friendly

Personalization

Low Prices

Convenience

Social

Preferred Channels

Mobile

E-Commerce

Social Networks

Real Life



"I take great pride in helping others get inspired and unlocking their full potential!"

Goals

- To grow a strong industry reputation
- To build relationships with long-term clients
- To get more leads and grow her business

Frustrations

- Getting poor results from marketing efforts
- Competing with more established designers
- Keeping in touch with clients and prospects

User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

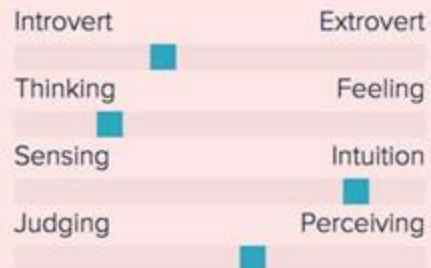
Work: Job title

Family: Married, kids, etc.

Location: City, state

Character: Type

Personality



Trait 1

Trait 2

Trait 3

Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

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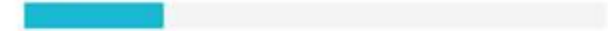
Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

Incentive



Fear



Growth



Power



Social

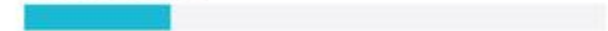


Brands & Influencers



Preferred Channels

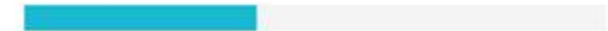
Traditional Ads



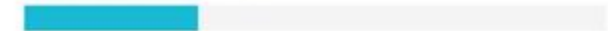
Online & Social Media



Referral



Guerrilla Efforts & PR



User Persona Type



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Personality



No hacer generalizaciones basadas solo en los nombres.

Si se usan títulos, sean específicos.

¿Qué mensaje quieren proyectar sobre el usuario?

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

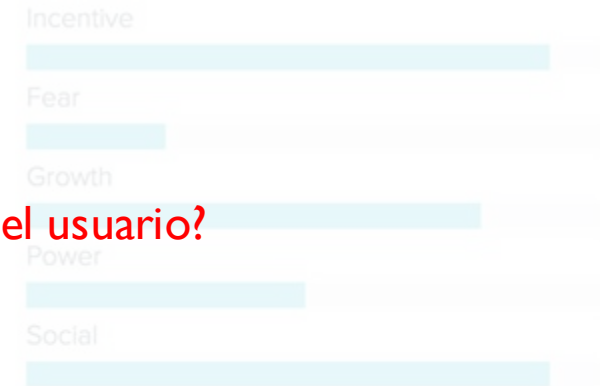
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Motivation



Brands & Influencers



Preferred Channels



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Imagen que refleje la descripción del usuario

Foto, de ser posible, de un usuario real.

Mostrar al usuario en el espacio dónde el product pueda encajar en su vida

Frustrations

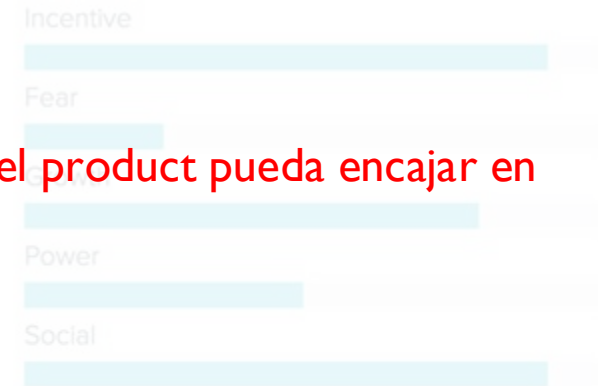
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Motivation



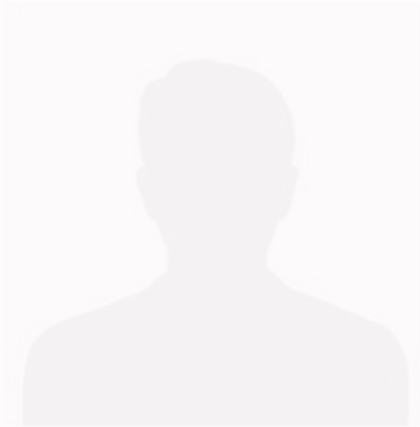
Brands & Influencers



Preferred Channels



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Trait 1

Trait 2

Trait 3

Trait 4

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Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers



Preferred Channels

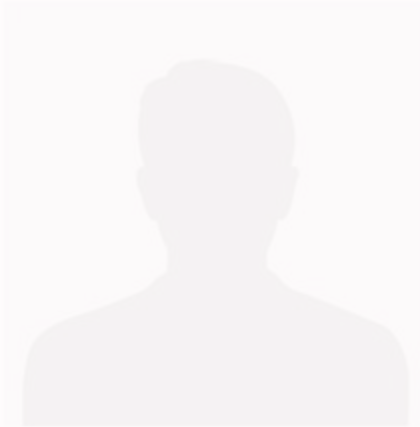
Traditional Ads

Online & Social Media

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Guerrilla Efforts & PR

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Brands & Influencers



Preferred Channels



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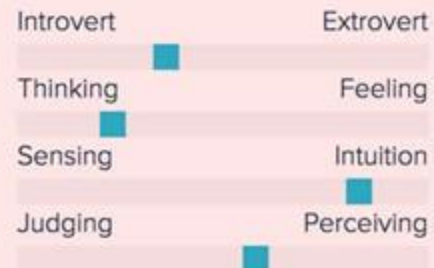
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Basado en el test de personalidad de Myers Brigs

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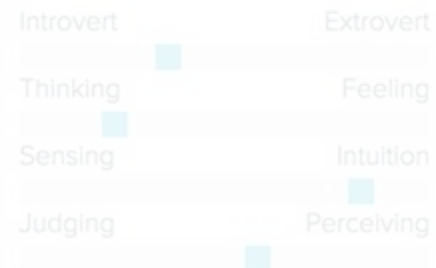
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- A task that needs to be completed.
- A goal to be achieved.
- A problem to be solved.

Frustrations

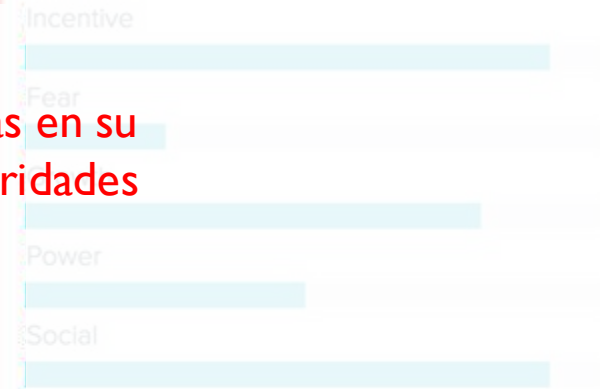
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Motivation



Brands & Influencers



Preferred Channels



Describe a la Persona en pocas palabras basadas en su personalidad, ética laboral, motivaciones y prioridades

User Persona Type



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Frustrations

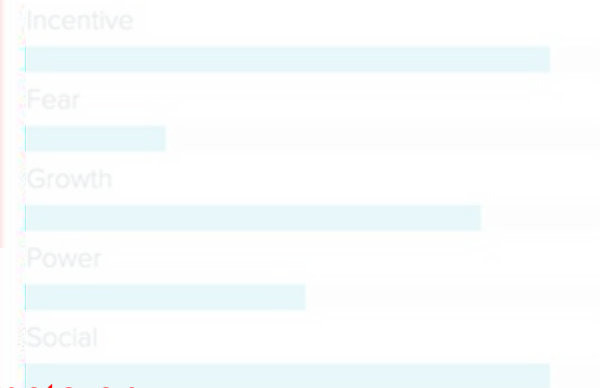
- The user has this user's problem.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

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Motivation



Brands & Influencers



Preferred Channels



¿Qué busca en un producto?

¿Busca un servicio o producto que cumpla alguna meta en específico?

Puede ser tangible (mejor agarre, interfaz minimalista) ó intangible (incrementar productividad, más seguridad)

User Persona Type



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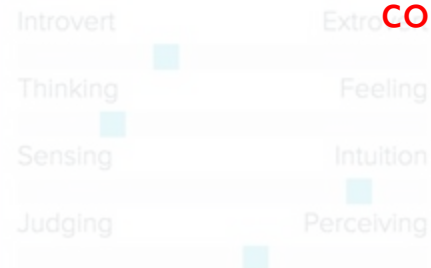
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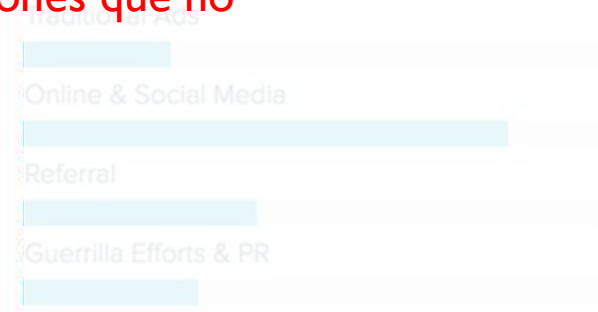
Motivation



Brands & Influencers



Preferred Channels



¿Qué evita que el usuario alcance sus metas?
¿Qué le preocupa?
¿Existe alguna solución para alguna de sus frustraciones que no conozca el usuario?

User Persona Type



*"A quotation that captures
user's personality."*

Age: 1-100

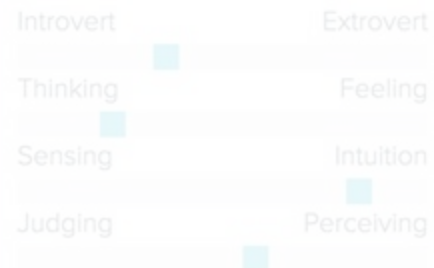
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Motivation

Incentive

Fear

Growth

Power

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

User Persona Type

¿Qué inspira al usuario a actuar? ¿Lo motiva el miedo o crecimiento? ¿Logros o poder?



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Motivation



Brands & Influencers



Preferred Channels



User Persona Type



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¿Cuáles son sus marcas favoritas? ¿Algunas son competidores?
¿Por qué le gustan estas marcas específicamente?

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¿Cómo te comunicas con tu usuario? ¿Tiene alguna preferencia?

Maricarmen



"La razón principal son los hijos, estar cerca de ellos, por economía, apporto algo en la economía familiar, tener dinero para antojos"

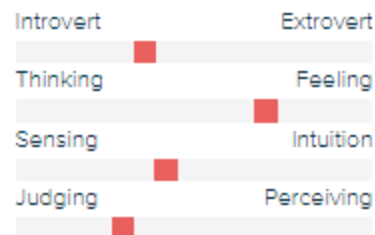
Edad: 35 años

Trabajo: Tendedera

Familia: Casada con hijos pequeños.

Locación: Barrio Santa Rita, San Juan Coajomulco

Personality



Responsable

Organizada

Joven

Metas

- Brindar sustento a su familia
- Encontrar estabilidad económica
- Tener flexibilidad de tiempo
- Posicionarse dentro de su comunidad

Frustraciones

- Trabajar sin horario fijo
- Búsqueda de mejor precio entre mayoristas
- La tienda representa el único ingreso a su familia
- Competencia con otras tiendas

Bio

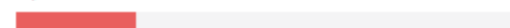
Maricarmen es una joven madre que busca mejorar la situación económica de su familia sin sacrificar el tiempo que quiere dedicar a sus hijos. Encontró un balance al adaptar una parte de su casa en una tienda. Entiende las necesidades de sus clientes y su juventud le permite estar al tanto en tendencias y nuevos productos para ofrecerlos en su establecimiento.

Motivation

Familia



Aportación a la economía familiar



Aceptación en la comunidad

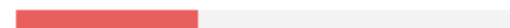


Abasto

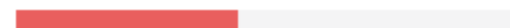
Tiendas mayoristas



Servicios complementarios



Proveedores



Herramientas



Personas

To get started, enter your research question, target audience, and extreme users. Our AI-powered tool will generate personas that represent your target audience, providing you with valuable insights to drive your research.

Target audience

Whom should the personas be based on?

honey maker entrepreneur

Top question

What is it we don't know and want answers about?

Cuales son tus principales retos al emprende y que tus clientes regresen a comprarte

<https://ai.boardofinnovation.com/personas-maker>



Persona 1: El Apicultor Apurado

Este arquetipo representa a un emprendedor apicultor que **lucha con la gestión del tiempo** debido a la exigente naturaleza de la apicultura y la producción de miel. Le resulta difícil **equilibrar las diversas tareas involucradas en la gestión de su negocio al tiempo que garantiza la calidad de sus productos.**

Principales desafíos:

- **Gestionar el tiempo** de manera efectiva para manejar las tareas de apicultura, producción y distribución.
- **Asegurar una calidad constante** mientras se equilibran múltiples responsabilidades.
- Luchar por encontrar formas **de retener a los clientes y fomentar las compras repetidas.**



Persona 2: El Novato del Marketing

Este arquetipo representa a un emprendedor apicultor que **carece de experiencia y conocimiento en la comercialización efectiva de sus productos.** Enfrenta desafíos para **llegar a su público objetivo, crear una fuerte presencia de marca y construir lealtad de los clientes.**

Principales desafíos:

- **Comprender cómo comercializar** sus productos de miel para atraer más clientes.
- **Construir una marca reconocible** que destaque en un mercado competitivo.
- **Implementar estrategias** para garantizar la **satisfacción del cliente** y la **lealtad** para compras repetidas.

Información

X Formato

X <https://app.xtensio.com/>

O Arquetipos

O http://www.soulcraft.co/essays/the_12_common_archetypes.html

Δ Personalidad:

Δ <https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/home.htm?bhcp=1>

€ Empatía

€ <https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy?r=maria-fernanda-saenz-de-miera-morales>