User Persona 1 – Executive Eddie

Executive Eddie

Key Attribute

Add adjectives to describe this persona

Fast-paced
Important
Knowledgeable
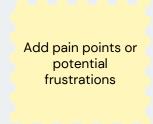Critical Thinker
Optimizer

Short Description

Add phrases to bring this persona to life

Eddie is a top executive at Apple, interested in seeing how many product placements they've had in various TV shows and movies. He has a passion for Apple (it's most of his life, honestly), but also enjoys watching entertainment. And making money, can't forget that one

Needs

Add the persona's reasons for taking this particular journey

Eddie needs to know what sells and be able to analyze/determine what products should feature prominently in different TV shows and movies.

Challenges

Add pain points or potential frustrations

For Eddie, time is money. And time spent looking at presentations and dashboards is time he can't spend making more money.
He just wants to be able to see the highlights, and see them quickly.

Opportunities

Add ways that your product or service can address the pain points

Apple can make money from it's product placements being in a positive light, so it wants to make sure there are a variety of devices being highlighted.
It's also important to be able to see the range of how many TV shows and movies have Apple devices featured so they can be reaching a larger audience.
Eddie loves things that help him see new ways to make money, and how the money-making business is going

User Persona 2 – Sleuthing Sally

Sleuthing Sally

Key Attribute

Add adjectives to describe this persona

Careful
Curious
Suspicious
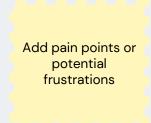Intrigued
Motivated

Short Description

Add phrases to bring this persona to life

Sally is passionate about niche investigative work. She wants to see how companies (especially the behemoth which is Apple) promotes their products, and determine if it's even across TV producers or only focuses on some... she knows there's something to uncover about TV/movie product placements, and is waiting for her big scoop

Needs

Add the persona's reasons for taking this particular journey

Sally wants to be able to investigate information about Apple's product placements in TV shows and movies to show that Apple has a potentially ulterior motive to which producers and studios they consistently use

Challenges

Add pain points or potential frustrations

She knows there's more under the surface, so gets frustrated when places come to the conclusions for her in opaque ways. She wants to be able to double check everything and make sure the math works out, exploring whatever she finds interesting and sparks her interest

Opportunities

Add ways that your product or service can address the pain points

The dashboard should be extremely interactive, and while potentially demonstrating some conclusions and results, being transparent about how they were derived, and allow users to interact with it freely, too. There must be a starting place, but then Sally should have the opportunity to "go wild" and explore the data for herself, coming to her own true conclusions.