

0..... EDUCATED GUESS0
0..... ASPIRATIONAL0
0..... ACTUAL0

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Founder of a startup company.

QUOTE

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

I need an affordable logo made for my new startup company, with the potential for more design work needed in the future.



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: 24
Location: Lansing, MI
Job: Analyst at a small company in Lansing
About: Tired of his 9-5 work life, so starts a tech company with friends from college.
Does not have a large budget for design work but still needs a professional look.



WHAT GOALS?

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

Has a good business idea but needs to take his company to the next level with a logo and branding strategy.



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.

Has a technical background (financial analyst) but no experience with graphic design or branding strategies.



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?

Jake is adept with technology as a financial analyst but is not very familiar with design lingo. He does a quick bit of research on design techniques and company logos he likes and decides he wants a simple, straightforward logo and branding scheme. He fills out the design form I give him (asking what message he wants his company to convey, colors preferred, etc.) and is amazed at how simple it was.

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?

