NAME

Jake the Founder

DESCRIPTOR

Founder of a startup company.

QUOTE

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

Just sketch your first impression!

WHO IS IT?

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?

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

WHAT ATTITUDE?

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

WHICH BEHAVIOUR?

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?

EDUCATED GUESS

ASPIRATIONAL — ASPIRATIONAL

ACTUAL — ACTUAL