

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

# NAME

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

Elva Han

# DESCRIPTOR

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

Active girl, like to explore campus

# QUOTE

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

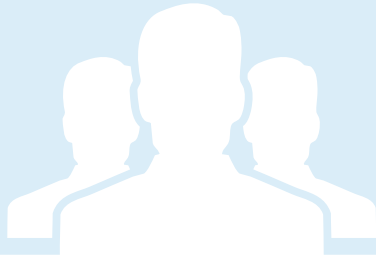
I would like to know how MSU beautiful is.



# 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.

An active girl, 21-year old, living in East Lansing



# WHAT GOALS?

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

Website can offer her information about campus and where can find beautiful scenery.



# 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.

This website can let her know about MSU's campus easier and can easily located a place for her



# 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?

she likes to go on website and watch Youtube videos. The frustration of using the site could be not able to find all the videos she wants to watch. She would choose another way to watch videos when Youtube does not have the videos she wants to watch.

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?



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