Пункти:

1. **Biographical data** – Name, Age, Location, Job Title, Keywords, Photo.
2. **Quote** – Summarize their experience with your product (website/service/app). Positive or negative. This is an “abstract” of the persona.
3. **Background (Biography)** – Write a bit about their life. Focus on aspects that are at least indirectly relevant to your product.
4. **Behaviours, Skills, Preferences** – Quantify their behaviours, skills, personality traits, and preferences relevant to your product. Display the selected features graphically for instance with a slider between two extremes.
5. **Motivations: Be-Goals** – What concerns do they have? Whom do the users want to be? What they want to achieve in the long run? How do they want to feel? Stick to be-goals that are (indirectly) relevant to your product. **Do-Goals** – Why do they need your product? What will they use it for?
6. **Frustrations** – What’s stopping them from choosing your product or similar products, what's annoying them?
7. **Ideal Experience** – Which features and content will help them have a great experience?

**Biographical data:** Mgr. Alexander Wilkins, 27 years, Freelancer(web designer), Location: Prague, Czech republic



**Quote:**

“не понимаю людей, которые общаются в реальном мире, когда ест виртуальный”

«всю жизнь прожил в виртуальном мире и не познал даже 1%»

“I have lived all my life in the virtual world and did not know it even by 5%.”

**Background (Biography):**

**Капитан команды**

**Турниры**

**Виртуальный лидер**

**in adolescence, Alexander often played computer games. He was the captain of the team with which he won several tournaments. After he entered the university, he had a minimum of time. and from then on his life consisted only of study and work. But now Alexander, having achieved success with his career, decided to remember his childhood hobbies and plunge back into the world of games.**

**в юношеском возрасте Александр довольно часто играл в компьютерные игры. Он был капитаном команды, с которой он выигрывал на нескольких турнирах. После того, как он поступил в университет времени у него оставалось по минимуму. и с тех пор его жизнь состояла только из обучения и работы. Но сейчас Александр, добившись успехов с своей карьере, решил вспомнить свои детские увлечения и окунуться опять в мир игр.**

Alexander is 25 years old web designer who codes. He is a freelancer and he has worked internationally, in-house, and remotely on projects for leading brands, agencies, startups, and charities. Alex is well versed in modern technology, familiar with a wide range of computer software and hardware. When he has some free time he likes to relax with friends, play some volleyball, go to the cinema or spending hours playing computer games with his mates.

Интроверт 80%

Аналитическое 85

Буси 70

Индепендент 75

Ит/интернет 85

Соцсети 95

Компьютерная грамотность/ технологии 90 Computer literacy / technology

Реал лайф комьюникашн 30

**Motivations:**

**Be-goals: -**be able to learn more programming languages and technologies;

-be productive and consistent at what i do the best - programming and web design

-be able to solve comlicated tech problems with ease

Что их беспокоит? Кем хотят быть пользователи? Чего они хотят достичь в долгосрочной перспективе? Как они хотят себя чувствовать?

- расслабиться/ отключить мозг/ сменить вид деятельности

- занять фри тайм

- повышать скилл по своей специальности

- хочет чувствовать компетитив

- relax / turn off the brain / change the type of activity

- take your free time

- improve the skill in your specialty

- wants to feel the competitive spirit

**Do-goals:** open his own It company that would be specialized at web development

- заказать под свой лад компьютер

- опробовать новинки игровой индустрии на мощном железе

- в будущем поможет ему не только с играми, но и с программированием

- order a computer in your own way

- try out the latest in the gaming industry on powerful hardware

- in the future, a powerful computer will help him not only with games, but also with programming

**Frustrations**

- не было времени и денег

- зависимость от родителей

- ноут не тянет игры

- there was no time and money

- dependence on parents

- the laptop does not support a lot of games

Идеал:

- удобность использования конструктора

- оформления заказа прям на сайте

- все этапы сборки в одном месте

- ease of use of the constructor

- ordering directly on the website

- all stages of assembly in one place