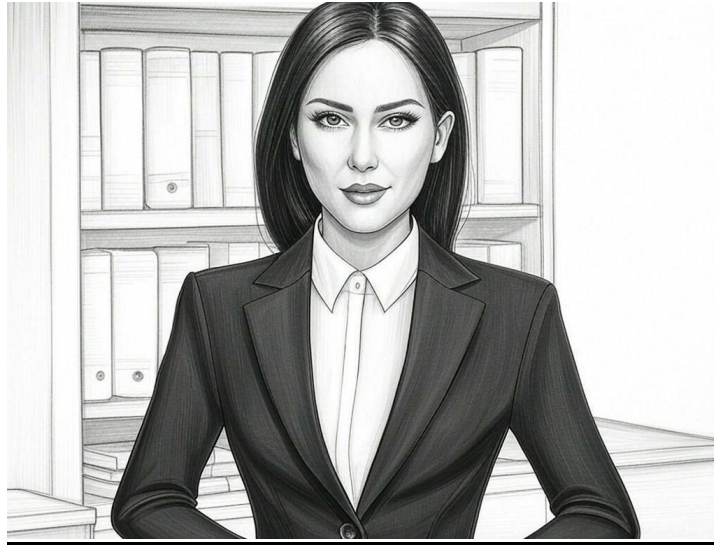


Step 5 Worksheet (Persona):

Persona Profile for Beachhead Market



Name	Eleni Demetriou
Address	Nicosia, Cyprus
Email and phone	eleni.demetriou@lawcy.eu +357 99 123456
Title (if appropriate)	Senior Associate, Legal Advisor – Corporate and EU Law
If B2B, where they exist in the overall org chart	Mid-to-senior level legal associate, reporting to managing partner; influential in tool selection for legal research.
Demographics:	
Gender	Female
Age	38
Income	€45,000–€65,000
Education level	Postgraduate
Education specifics (schools, majors, awards, etc.)	LLB from University of Cyprus, LLM in EU Law from King’s College London
Employment History (companies, jobs, awards, etc.)	<ul style="list-style-type: none">• Legal Intern at Ministry of Justice• Associate at Cyprus Legal Partners• Senior Associate at UCY Law Department.• Contributor to legal journals on EU regulatory frameworks
Marital Status	Married
Kids & other family info	Two children, aged 6 and 9
Ethnicity	Greek Cypriot
Political Affiliations	Centrist, pro-EU policy advocate

<u>Psychographics:</u>	
Why do they do this job or live the life they do	Passion for justice, EU compliance, and enabling fair legal access. Finds meaning in helping businesses and individuals navigate legal complexities.
Hobbies	Reading legal thrillers, amateur photography, hiking in Troodos mountains
Heroes	Amal Clooney (for human rights and international law)
Aspirations in life	To become a partner at her firm and influence legal digital transformation in Cyprus
Fears in life	Missing key regulatory updates, misadvising clients, getting outpaced by legal tech
Personality Traits	Detail-oriented, analytical, conscientious, tech-curious but cautious
Interesting habits	Starts each day reviewing legal bulletins, uses highlighters color-coded by jurisdiction
<u>Proxy Products (Which products have the highest correlation with your Persona)</u>	
Is there a product or products that the Persona needs to have in order to get benefit from yours?	<ul style="list-style-type: none"> • Legal databases (LexisNexis, Westlaw) • PDF annotation software • Microsoft Word with legal plugins
Are there products the Persona uses that embody the psychographics & demographics from the end user profile?	<ul style="list-style-type: none"> • Evernote for research • Legal alert services • EU Law Tracker mobile apps
Any other unusual or interesting products of note that the Persona has?	<ul style="list-style-type: none"> • Subscribes to European Law Review podcast
<u>Watering Holes (Real or virtual places where the Persona interacts with others like herself):</u>	
Favorite sources for news (e.g., which newspapers, TV shows, websites, blogs, etc.)	<ul style="list-style-type: none"> • Cyprus Mail • Legal News Europe • LinkedIn legal groups • Bar Association newsletters
Places where they congregate with other similar people	<ul style="list-style-type: none"> • Cyprus Bar Association meetings • EU Law seminars and CLE events • LegalTech Cyprus forums
Associations they belong to and the importance of each	<ul style="list-style-type: none"> • Cyprus Bar Association • European Women Lawyers Association • Member of a regulatory policy working group
Where does the Persona go for expert advice and/or to get questions answered?	<ul style="list-style-type: none"> • Online forums (e.g., Law Stack Exchange) • Senior partners and legal thought leaders • Regulatory updates from the EU Legal Portal

Day in the Life (describe a day in the life of the end user and what is going on in her head):	
What are the typical tasks the Persona does each day with the amount of time associated with each?	<ul style="list-style-type: none"> • 08:00–09:00 — Skimming regulatory/legal updates, scanning emails (Habit) • 09:00–11:00 — Reviewing client case files, drafting legal documents (High Effort) • 11:00–13:00 — Legal research using databases, cross-checking precedent (High Effort) • 13:00–14:00 — Lunch and brief team check-ins (Habit / Enjoys) • 14:00–16:00 — Meeting with clients or internal legal team (Effort + Enjoys) • 16:00–17:30 — Compliance checks, follow-ups, and task documentation (Does not enjoy) • 17:30–18:00 — Planning next day, responding to late requests (Habit)
Which of these typical tasks are habits?	<ul style="list-style-type: none"> • Morning news/emails • Afternoon wrap-up • Team check-ins
Which require the most effort?	<ul style="list-style-type: none"> • Legal research and document drafting • Ensuring up-to-date compliance with regulatory changes
Which does the Persona enjoy?	<ul style="list-style-type: none"> • Solving complex legal problems • Collaborating with team and mentoring juniors • Meeting clients when not under time pressure
Which does the Persona not enjoy?	<ul style="list-style-type: none"> • Repetitive compliance tracking • Chasing ambiguous legal updates • Manual cross-referencing of case laws
What makes it a good day for the Persona?	<ul style="list-style-type: none"> • Finishing key legal research quickly • Positive client feedback • Discovering useful insights through legal tech tools
What makes it a bad day?	<ul style="list-style-type: none"> • Delays due to lack of access to updated legislation • Missed deadlines due to inefficient legal research tools • Pressure from partners or government officials over compliance details
Who is the Persona trying to please the most?	<ul style="list-style-type: none"> • Senior partners and clients
What is the top priority of the person/people the Persona is trying to please?	<ul style="list-style-type: none"> • Accuracy in legal advice • Speed in service delivery • Compliance with evolving legal and EU regulatory standards

Priorities:

Priorities (what are your Persona's priorities – focus first on biggest fears, then biggest motivations – and assign a weighting to each so that it adds up to 100)

1. **Avoiding Non-Compliance and Legal Errors**
(Fear of failing clients or facing reputational damage)
Weighting: 30
2. **Staying Up to Date on Legal Changes and Case Law**
(Motivated by being seen as a trusted and informed advisor)
Weighting: 25
3. **Delivering Results Quickly and Accurately**
(Clients and partners expect productivity under pressure)
Weighting: 20
4. **Career Growth and Recognition**
(Wants to make partner and influence digital legal innovation)
Weighting: 15
5. **Work-Life Balance and Mental Clarity**
(Values time with family and clarity amidst information overload)
Weighting: 10