

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Enterpriser need a website for corporate publicity and lower the costs, also need more way to post commercial.

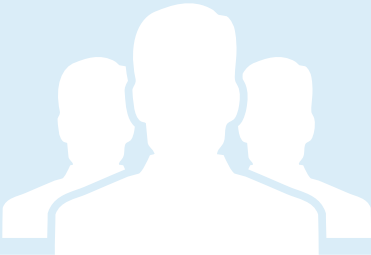
QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
If your dreams don't scare you, they are too small.



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: 27
Location: Detroit, Michigan
Job: Enterpriser who runs his own company
Technical skills: none
About: need a website for corporate publicity and lower the cost, need more ways to post company commercial to increase sales.



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
Interested to build a website for his company and lower the cost, also need more way to increase sales.



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.
Want to build his website with low cost or even no cost.



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?
Robert is a non-technical user, but he would like to use technology to improve his company's service. He is comfortable to use software like Microsoft Office, but not software required coding skills. He expected to build his company website by himself for free and find more ways to post his commercial.

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?

THE PERSONA CORE POSTER by CREATIVE COMPANION

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