

0..... EDUCATED GUESS0

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Being in College limits time and money available

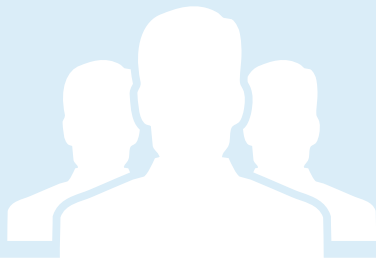
QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
How does it Play?
I only have a couple hours.



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.
Early 20s. Full time college Student. Dorm rooms. Has been raised in the information era where everything is a click away. Likes information to be easily accessible.



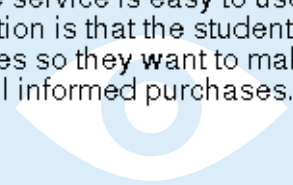
WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
The person is visiting the site to get useful information about games so they can make an informed purchase.



WHAT ATTITUDE?

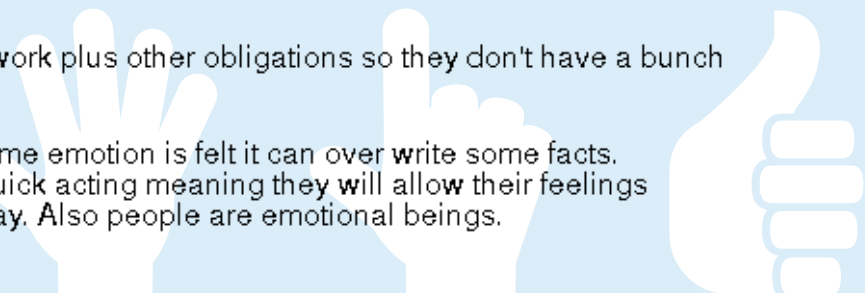
What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.
The expectation that the service is easy to use and provides good useful information. The motivation is that the student only has so much time and money to play games so they want to make the most of these resources and make well informed purchases.



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 expects services and produces to function correctly and be easy to use. Uses the internet for getting information quickly and easily. Also uses social mediato post opinions and ideas. Technical issues and getting lost or stuck in a site can cause sever frustration so good organization is very important.

Which Trends, mindstyles or other indicators are applicable for this persona?	This person is connected to large communities using the internet so they are inclined to trust these peoples opinions and follow what ever is currently trending online especially in social media.
How important are functional, emotional, expressive benefits.	Functional benefits are extremely important to ease of use. Expressive benefits are also very important since pretty much every website has a way for users to give feedback and chat with other users and the people who run the sites.
Fast or slow decision maker? Why, how can you tell?	Fast Decision maker. They have a lot of school work plus other obligations so they don't have a bunch of time to make every decision.
Decisions made on facts or emotion? Why, how can you tell?	A mix of both they will take in facts but if an extreme emotion is felt it can over write some facts. People in this age group can be impatient and quick acting meaning they will allow their feelings to play a big role in these decisions made this way. Also people are emotional beings.



0..... ASPIRATIONAL0

0..... ACTUAL0