

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Art lover looking learn/improve artistic abilities.

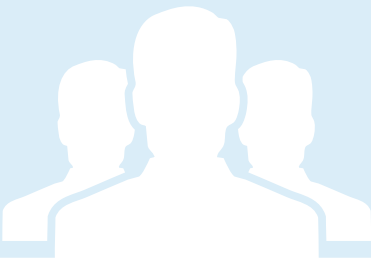
QUOTE

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 improve my step-by-step artistic work flow which will overall improve my artistic talents.



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: 22
Location: Chicago, Illinois
Job: Junior in College
Technical skills: moderate (general knowledge in both 2D drawing and 3D modeling on paper and on the computer)
About: A young individual entering her 3rd year of college as an art major. While well versed in her major she still feels there is a lot more she can learn about general art flow and mapping out her drawing before converting them into 3D models.



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
Interested to know about links between climate change, sea-level rise and the viability of the Great Lakes region and how it might effect his charter boat business.



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.
While wanting quick access to information, still wants all available information to be presented in a very organized and detailed manor explaining things step by step.



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?
Victoria is an art major whose primary background in art comes from the multiple classes she has taken while in school. Working in both 2D and 3D are she is comfortable using either a pin and paper or tablets and deigns software's. Victoria is an avid user of the Internet either using it to look up new art inspiration or sharing what she had already made making her very comfortable with using the Internet. Due to spending long hours constantly working on her art Victoria is very patient thus is not easily frustrated and is prepared to take her time with the site and its multiple step-by-step lessons. Overall from using this site Victoria does not simply plan to comply the lessons completely and copy the art shown on the site but instead take tips from the site to apply to her own artistic style.

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?

