

NAME

Use a realistic name. Don't use names of colleagues.
Billy Danger

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Indie Developer

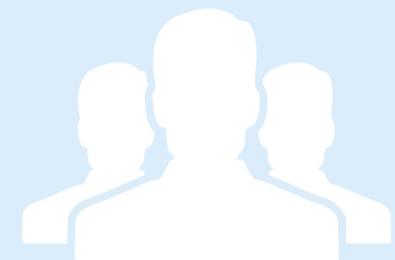
QUOTE

"I want a site to post my games so employers can find me, and a site that helps me find other programmers to work on projects together"



WHO IS IT ?

Age: 22
Education: College Grad, Computer Science Degree
Location: Near College Town, East Lansing
Job: Student, part time programmer



WHAT GOALS?

He wants to become a game developer and wants an easy way to keep his portfolio together and make himself easy to find for potential employers.



WHAT ATTITUDE?

He likes the website because he can keep all his games in one place and it makes it easy to share it with others.



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?

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?

