

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

# NAME

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

Bill The Nostalgic

# DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.  
Extreme interest in video-games

# QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

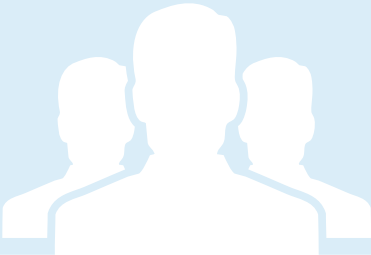
I would like to experience video-games like I used to in the past.



# 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: 52  
Location:East Lansing ,Michigan  
Job: Computer Technician  
Technical Skills: Extensive( Working with computers is his daily job  
About: Loves reading and playing video-games as his main hobbies.



# WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

Interested in information about the games he once played and also interested in find something new like the games he once played.



# 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.

Excepts to easily find the information that he is seeking.



# 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?

Bill is technologically savvy he will have no problem finding the information that he needs on any website he goes to. Even though he is technologically savvy he still prefers to visit sites that are easy to use because he values his time. He is busy with his job and wants to satisfy his needs for his hobby of video-gmaes as easy and as quick as possible. He will look somewhere else if the information he is looking for cannot be found in a timely matter.

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?



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