

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
A Local Business Woman

QUOTE

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

"The biggest mistake a small business can make is think like a small business!"



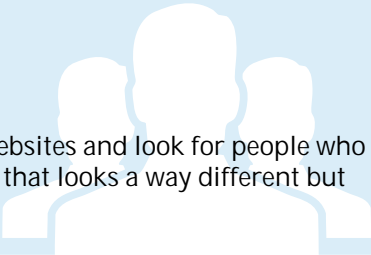
- * Impulsive
- * Selective/Peeky
- * Trendy
- * Classy
- * Profit-Minded

Just sketch your first impression!

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: 33
Job Title: Local Business Owner (Involved in Traditional Cloth and Souvenir making)
Kind of Person....
Hellen is always looking for cheap and affordable but classy jewellerys to distribute to the customer. She usually goes out to a lot of different websites and look for people who have such ideas of making jewellery and cares about both cost and aesthetics. She noticed that a lot of women and girls in the city like jewellery that looks a way different but still looks good.



WHAT GOALS?

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

Her supreme motivator to go to my site is the fact that she is looking specifically for such products and she wants make a her business more profitable. She also has more access to marketing the product to foreigners who come to Addis or who want to distribute it aborad.

Latent needs and desires include the fact that she also enjoys wearing different looking but gorgeous jewellery deep down and wants to buy them for her beautiful for girls. In addition to that she also wants to support anything that helps preserve our environment. This has been there in her heart but she could not find ideas to make them happen.

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.

She is expecting a bunch of pictures and textual description as to what kind of different jewellerys are made by Melkamsew, how beautiful they look, and from what material they are made and of course how much each costs. She will then analyze how the demand will be for such and how profitable it would be for her business.

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 is someone who constantly looks for what she can sell to the market. She would be thinking about the demand and profit of that necklace, or bracelet or ring that Melkamsew makes and upload to the site. She is looking for high resolution good looking pictures and short description of the items.

She will be using the Internet mostly to meet her needs, but she may also want to contact her personally and order custom designed jewellerys or ask for bulk supply. Having access to her website via web or mobile device makes her happy, she also is an avid social media user and expects the products to have a heavy social media presence or at least link of the site in the social media sites.

She might be frustrated if the pictures are of low quality or the website is hard to navigate. She likes simplicity and effectiveness, she doesn't have much time to figure it out all by herself. She might be frustrated if it is not easy to navigate across the products and find what she likes. In addition to that she is impatient and might be frustrated if it takes a lot of time to load her high resolution pictures since she lives in a third world and Internet connection simply sucks.

She may stop going to the site if there is not a frequent update on the page and if she no longer find the site desirable. It should be easy to navigate, frequently updated and prices reasonable. She must be able to find contact information and contact Melkamsew in her preferable way - be it email or text message or social messaging service or phone call. She always expects quick response and expedited processing.

Which Trends, mindstyles or other indicators are applicable for this persona?

She is eccentric and fashion-oriented. She is dynamic gets bored of things quickly.

How important are functional, emotional, expressive benefits.

The functional benefit is very important and she also wants to express her emotions on the products.. she expects like, comment and sharable links available for her.

Fast or slow decision maker?
Why, how can you tell?

She is extremely impulsive and makes her decision really fast. So she cares about first impression. She must like it first time she sees the product.

Decisions made on facts or emotion?
Why, how can you tell?

However, she makes her decisions based on facts and her previous trends. She balances out emotion and fact mostly.

