

NAME

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

John Stark

DESCRIPTOR

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

John is a tech guy so naturally he thinks he has all the answers or that he'll eventually come up with one. So you have to really have an interesting and innovative pitch to get noticed by him.

QUOTE

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

Man these college grads today think that just a good education will help them get a good job, well they couldn't be the farthest from the truth.

I've seen so many failed attempts of people trying to take other people's ideas and run with them instead of focusing on their own style and a bit of originality. People have no idea of the true meaning of innovation.

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.

John is 27, and is currently living in Seattle. He's a workaholic according to his contemporaries. John is a chief executive designer for a tech company and he has held his position for two years. Out of college he was highly recruited and involved in a plethora of orgs and activities. He enjoys getting up at the same time every morning to run and then plan out his day back at home before he heads out.



WHAT GOALS?

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

John is focused on eventually starting his own company but he gets tired of the endless games techies like to play between other techies. One minute this person has an idea, and the next minute someone else capitalizes off of it. John wants to be recognized as someone who may have taken similar ideas but more so used his originality. He wants to be looked upon as a true innovator, a visionary and someone who prides himself at being first to the punch.

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.

For a while John has been thinking about branching off but he realizes he still has a job to do. When he recruits for the company, he also keeps an eye out for young employees he could eventually sway and bring into his own organization. So he doesn't look at your degree alone, but instead he's interested to find out who you are as a person. What you like to do, the things you're involved in, and your sense of perception as it relates to the environment around you. He also wants to see in what ways you can be creative and original. He'll be looking to find out about my life experiences and how they have shaped me and motivated me to be the best I can be.

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?

When searching different webpages John looks for clean cut designs and simplistic usability. If things are cluttered and hard to find he gets irritated. If a site reminds him of too many other sites he'll laugh at the fact that the designer was lacking originality. John enjoys sites with empty spaces on the side and innovative ways he can interact with the affordances of that particular site.

John is a big fan of mobile connectivity, as he is constantly on the go. He understands the need for efficient design practices so the user can easily navigate the website no matter which platform its used on. John has the habit of multi-tasking and sometimes he'll skip over important information or if it takes him too long to find out what he needs, then he'll look elsewhere.

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?

