

NAME

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

Herb Johnson

DESCRIPTOR

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

Main Target Audience of Website

QUOTE

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

"I'm not sure what's wrong with it, but I need this fixed tonight!"

"How much is your rate for past normal service hours?"



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.

Herb Johnson is a forty five year old man who is a semi-truck driver for an out of state company that doesn't normally deliver to areas in Michigan.

Herb is a simple man who does not enjoy overly complicated things, hence why he chose to drive a truck for a living.



WHAT GOALS?

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

Herb while on his way to his delivery breaks down late at night and needs to make it to his delivery by 10 A.M. Herb does not know what is wrong with his truck and he needs an expert to fix his problem so he can get back on the road quickly.



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.

Herb is stressed, he is in an unfamiliar state and has an impending deadline for his delivery. He needs to look up a local truck repair shop as his company does not have normal contracts with the surrounding repair shops. Herb does not want an overly complicated website, he wants to find a website that confirms the shop is qualified and willing to do late night repairs. He wants a name, number, and a service rate.

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?

Herb uses his smart phone to google search "local truck repair Muskegon Michigan". The first few websites he tried were designed poorly and he could not find their services hours or numbers. He goes back starting to get frustrated and clicks on Pacer Service Center's website and finds that the 24 hours service is listed right next to the normal hours of operation and phone number. Throughout his search Herb is in an anxious state, he is not going to waste time on websites that confuse him or don't offer what he needs. He needs his truck fixed as quickly as possible and is not going to waste his time. It is important to remember that when designing the website, he will leave our page quickly if he does not find what he needs. His decisions are based on facts he can't waste time taking gambles on services he is unsure of. While Herb is anxious and stressed he knows what he needs to do in this situation, he has been doing deliveries in semi-trucks for awhile and he knows what he needs to do.

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?

