

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

# NAME

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

Jonathan Mitchell

# DESCRIPTOR

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

Lawyer at Ackerman Firm in metro Lansing

# QUOTE

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

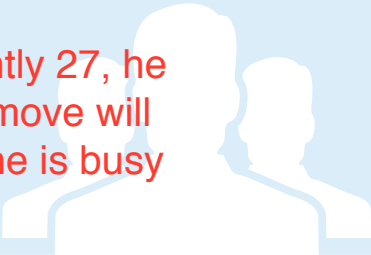
"The world of law is not what people think it is. Its more paperwork than anything."

"Justice for the African American community must come from within. They will not respect us until we respect us!"

# 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.

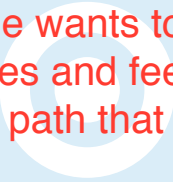
Jonathan is a confident, goal oriented lawyer who graduated from Harvard Law School. Currently 27, he moved to metro Lansing two years ago for the job at Ackerman Law firm. He believes that his move will afford him the experience and resources to open his own firm by the time that he is 30. Since he is busy with so many cases, he likes to keep himself well groomed.



# WHAT GOALS?

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

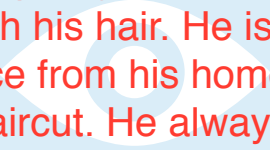
The supreme motivator is his family. He has a wife and a 2 year old son. He wants to leave a fortune for his family after he passes and feels that entrepreneurship is the path that he should take.



# 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.

Jonathan prefers quality service in all aspects of his life, especially with his hair. He is willing to travel a 20 minute distance from his home in order to receive a good haircut. He always tips well.



# 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?

There are other barbers around the metro Lansing area and there are a few of them closer to his home than I am. But, since a child he always stuck with one consistent barber and vows to do the same as an adult. Besides that, he really appreciate the relationship that we have. Aside from being a client, he is also a friend and can confide in me. We share interest in several things especially politics. Though the interaction between him and I is merely a haircut, it impact is monumental. He is a wise man and will make great things happen in the future.

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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