NAME

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

Jake Hunter

DESCRIPTOR

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

MSU Freshmen, searching for classes to take

QUOTE

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

"What are some interesting 3 credit courses to take?"

"I'm thinking about taking MKT 327, have you taken it before?"

EDUCATED GUESS

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.

18 years old, living on campus in East Lansing.

Undecided major trying to figure out what career path he wants to take

ASPIRATIONAL

WHAT GOALS?

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

Finding a career path he enjoys and getting started on it now by taking the correct courses in college.

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.

Jake is very anxious about choosing a major and wants to hear from other people who have already decided on a major about how they feel about the decision.

ASPIRATIONAL

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?

Jake spends a lot of his time browsing MSU's Schedule Builder reading the course descriptions. He will sometimes find a course that sounds interesting and searches Koofers database for any relevant information. He isn't satisfied with the results as most of the reviews are from many years back and aren't helpful at all, and the only ratings they have are for teachers, not the course in general. He wants to learn more about the course in general, not just the difficulty of the course. Jake often post on social media looking for help on deciding on a major, but he feels that isn't a great place to look for advice as most of his friends are freshmen as well and have decided on a major from researching classes toward their interest, not his.

ACTUAL

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?

ACTUAL

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