

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
James is a dedicated DM for his friend group

QUOTE

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

I like to have all the information I need available. If the story needs to change, I don't want to have to be poring through five different books to get the information I need.

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.

James is in his early 20s, and he works as a graphic designer. He's highly organizational and keeps all his appointments and everything outside the day-to-day on digital calendars. He likes to be able to look things up when he thinks about them, and never goes anywhere without his smartphone.

WHAT GOALS?

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

James wants to be able to see all the relevant information to his campaign. He needs to be told the calculations so that he can modify the values accordingly. He wants to know what is possible from the dice so he can plan his story accordingly.

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.

James expects to have all the characters related to his campaign stored and organized. He visits the site when he wants to create new characters or monsters, or when he is currently playing with his friends.

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?

James prepares characters and monsters for his campaign in advance, so he visits the site to do so. He logs into his campaign and creates new character sheets for the characters he needs. He deletes a few old ones (those who have died and will not be reappearing) and adds the new, necessary characters.
On game day, James logs into the system and pulls up the relevant characters into the DM tool. Now he can take various actions and see what the results will be in the game based on the different character's statistics.
James will get frustrated quickly if the interface becomes too cluttered, or if relative information is not easy to find. The database needs to be kept organized, and information tagged appropriately for client-calls.

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?

Functionality over all.

James is a fast decision maker but he needs the information required to make those decisions. He's used to changing and adapting his campaigns to suit the desires of his group, but he can't plan for everything so he thinks on his feet.
He makes decisions based mostly on fact, but is prone to give his characters flair for 'personal style'.

