

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

Felicia the Study Bug

DESCRIPTOR

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

College Student studying for finals

QUOTE

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

I could probably start studying right now, but I'm not really feeling like it.



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.

Age: 21
Location: Toronto, Ontario
Occupation: College student majoring in Architecture
Technical skills: Above Average - browses the web a lot
About: Wants to succeed in her field, and although she is passionate about her field and learning about architecture, she finds final exams stressful. She copes with this stress by distracting herself with other activities much more comforting.



WHAT GOALS?

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

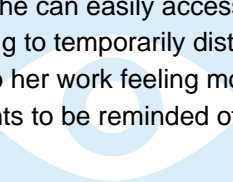
She wants a reason to confront her stress and focus on her studying.
She wants to feel supported and confident in her ability to succeed during a stressful time.



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.

Wants something that she can easily access and get to what she wants.
She hopes for something to temporarily distract her, but also something that can let her return to her work feeling more confident and focused.
In other words, she wants to be reminded of her goals and her desire to achieve them.



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?

She works with a lot of architecture software and researching different designs from around the world. If something interests her, she tends to follow it until she's satisfied with the information. She's been using computers and mobile devices for several years now, so she's quite adept at browsing the web and working with technology. She's open-minded about what she finds; she always gives a chance for websites to show something she's interested in. She doesn't use a lot of social media other than LinkedIn. She visits news sites quite often and occasionally uses BuzzFeed for the sake of entertainment. She expects websites and software to be user-friendly. She expects links and information to be easily accessed. She stops using something if it either disinterests her or it is too troublesome to use (i.e. takes too much time to load, comparable websites are better).

Which Trends, mindstyles or other indicators are applicable for this persona?

The desire to constantly be entertained or interested in something is a prominent behavior among many people who grow up surrounded by entertainment; i.e. T.V., media, games, radio.

How important are functional, emotional, expressive benefits.

To this person, functionality is of number one priority. If it isn't useful, there's not much point to it. To her, she wants to be relieved of some stress and gain confidence, which may also count as emotional benefits.

Fast or slow decision maker?
Why, how can you tell?

She is a slow decision maker. She isn't very impulsive; she needs time to choose between what she feels is good for her or will help her.

Decisions made on facts or emotion?
Why, how can you tell?

She likes to make judgements on facts in general, but in this case, since she's searching for some kind of emotional support, her decisions are more likely to be made by emotion.

