

NAME

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

Bill Edmondson

DESCRIPTOR

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

He is the senior designer at a prominent design firm. This is different because the other two personas are more public service related.

QUOTE

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

"Design is creativity with a strategy"



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: 35, Male

Location: Chicago, Illinois

Job Title: Senior Designer

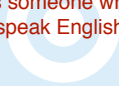
Bill is a single guy focused on constantly bettering his career.



WHAT GOALS?

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

Bill needs a junior designer to join his team. He needs someone with a passion for design and an ability to get things done in a timely manner. They need to be at an intermediate skill level in both html and css. He wants someone who is bilingual because some of their clients do not speak English very well.



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.

Bill looks at many design portfolios online daily. His motivations are going to be someone who has some experience and he can see their work instantly online. Their portfolio website should showcase strong, clean design and should show him their personality. He will be motivated to call them if they fit all the criteria and if they make an accessible way to contact them known. He should be able to see if they are looking for work or not, so he knows whether or not to try to contact them further.

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?

Bill appreciates clean classic design. Trends can be used in certain circumstances, but the designers he looks at need to be able to do both.

When surfing the internet, Bill is a fast scroller. Unless something catches his eye, he is going to keep on moving. Bill also gets very frustrated by design that is not easy to use. He will leave a website in seconds if it is too confusing or poorly created.

Bill is a fast decision maker because he only has so much time to make his clients happy. He makes decisions on facts. By using his previously created personas, he makes decisions on whether or not his personas would be happy with the design.

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?

