NAME

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

Duval Green

DESCRIPTOR

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

Die-hard Basketball fan.

QUOTE

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

Men lie, women lie, ball don't lie!

Just sketch your first impression!

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: 20
Location: Detroit, MI
Job: Full-Time Student
Technical Skills: Average Computer Skills
About: Pursuing a full-time career through Western Michigan University. Loves playing and watching basketball with his friends when he can.

WHAT GOALS?

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

Stay relevant and up-to-date on what's going on in the NBA today. Enjoys being the first guy to tell his friends about the next big entertaining basketball video or image.
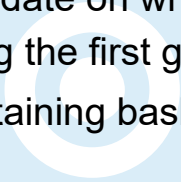
WHAT ATTITUDE?

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.

Enjoys impressive or funny NBA related videos. Watches them in class and on his phone.

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?

Duval will consistently use his laptop day in and day out for social media like Facebook, YouTube, Twitter, etc. He's quick to find interesting and funny videos, especially when they're related to basketball. By using this site he would have quick access to NBA news that he wouldn't find on NBA.com or other official websites.

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?