

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Sean is an internet researcher at a university

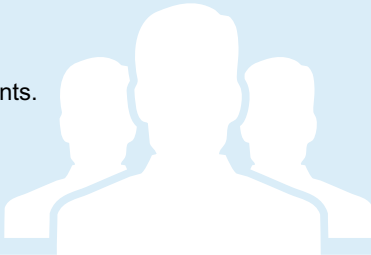
QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
I'm looking for well-formatted data that I can use in my next project



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.
20's, US, research assistant. Enjoys spending time outdoors, but doesn't have much time due to a combination of school/research assignments.



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
Needs reliable source of specific data for a variety of ongoing projects related to internet trends and historyw



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.
Sean's attitude is inquisitive, he's gone pretty deep into the internet to find this site and hopes it will be useful.



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?
Sean will most likely begin by searching keywords to determine if relevant information is present, then try to generate more specific data by modifying date ranges, upvotes, etc.

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?

