

0..... EDUCATED GUESS .....0

NAME

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

DESCRIPTOR

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

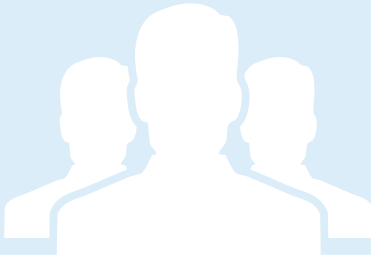
QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.  
I want to find cool new stuff before anyone else



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: 19  
Location: Shorewood, WI  
Job Title: Student, working towards history degree  
Brennan is a daily Reddit user that regularly contributes to a few subreddits.



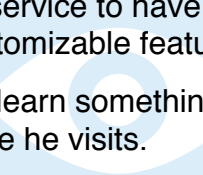
WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?  
Brennan wants to find new topics and communities that interest him.  
Brennan wants insight into trends of his favorite online communities.



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.  
Brennan expects a service to have loads of content and customizable features.  
Brennan expects to learn something from a webpage he visits.



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?  
Brennan is a browser, he immediately dives into a site's hierarchy and features.  
Brennan dislikes repetitive content on a webpage.  
Brennan regularly views sites on mobile.  
Brennan rarely asks for help when navigating a site. Instead, he is quick to try different approaches until something works.  
Brennan is a visual learner, he likes to see a display of content along with a description.  
Which Trends, mindstyles or other indicators are applicable for this persona?  
Brennan's navigation around a site is largely determined by facts and knowledge. He is likely to use site features to expand upon something he already knows.  
How important are functional, emotional, expressive benefits?  
Brennan cares most about functionality of a site. He cares less about personalization and emotional reward from a site.  
Fast or slow decision maker? Why, how can you tell?  
Decisions made on facts or emotion? Why, how can you tell?



0..... ASPIRATIONAL .....0

0..... ACTUAL .....0

0..... ASPIRATIONAL .....0

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