

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
A college student who likes study breaks.

QUOTE

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

"Doing well in school is my number one priority. I love to learn in and outside the classroom, but I need time to unwind and de-stress."



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.

Anna is in her sophomore year at a small liberal arts college. She is a prospective math major and likes to load up her schedule with STEM courses. At 20 years old, she is tech-savvy and is easily distracted from her schoolwork - the main cause of distraction is browsing the internet.

WHAT GOALS?

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

Anna wants a cool website to unwind with that can pique her interest. A break from her hard problem-sets would be much appreciated.

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.

The last thing Anna needs is more cognitive workload. She wants a fun, interactive site that isn't frustrating to use. A cool title and concept would motivate her to explore the site 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?

-As mentioned, Anna is already stressed and mentally tired. If the website is confusing and imposes cognitive strain, you can bet she won't be around for long.

-Due to her heavy courseload, she won't be able to be on the site for very long. She wants to be able to get the content of the site quickly. She does simply not have the time available for a long term experience.

-i.e. sites like reddit that presents the content right away and the user chooses how long they wish to use it for.

-Anna values websites where can she learn something new.

She prefers websites like Wikipedia and New York Times over Facebook.

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?

ASPIRATIONAL

ACTUAL

EDUCATED GUESS

ASPIRATIONAL

ACTUAL