

0..... EDUCATED GUESS0
0..... ASPIRATIONAL0
0..... ACTUAL0

NAME

Use a realistic name. Don't use names of colleagues.
moneyMaker889

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Kick-starter user looking to fund the next up-and-coming start-up

QUOTE

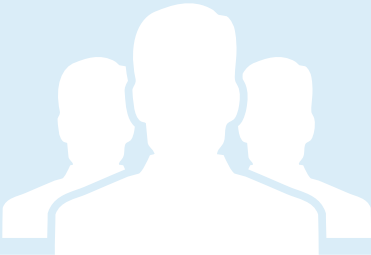
Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"You have an idea? I'm here to fund it!"

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.

moneyMaker889 is an 89 years old lady with no family to leave her money to and is looking for a way to keep her life fun and interesting. She was one of the first people to fund Airbnb! She has no job and tons of free time to look for these project.



WHAT GOALS?

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

Her main goal is to find original ideas. She needs to make sure that she won't fund a project that exists in a similar way on the kick starter website otherwise money investments and interest will be spread to thin. If she does decided to invest a common project, she needs to make sure its the best value, so comparing prices would be good.

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.

Her expectation is that this website will be easy to navigate and compare different kick-starters. If it is not clear she has not use for the website.

She wants all the information to be accurate and up to date.

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?

She will probably search for different projects that are happening right now to get inspired. If she already has one in mind she might want to find similar categories so that she can compare ideas and even the amount of money that is asked for. If she doesn't have something in mind then she would like to find a way to explore some new kick starters that are out there in no particular way, except maybe by category.

Let's face it... she is a little old. She might want to be able to navigate in a really clear way. She doesn't want to be confused about what she is looking at or where she is going in the website.

She is going to take time to make her decision because she will most likely spend a lot of money. There needs to be a clear way for her to make sure that she won't loose it all on a project that will fail.

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?

