

0..... EDUCATED GUESS0

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
Aspiring entrepreneur looking to start selling his lightweight electric scooters

QUOTE

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

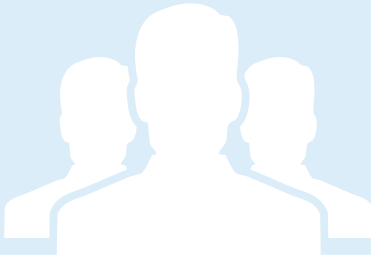
"I love creating! I can't wait to share my ideas with the world"



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.

Terrance is 35 years old and has a Bachelors degree in economics and a minor in women and gender studies. He lives in Helena Montana and loves spending his free time in the outdoors. He attended college at a small liberal arts school where they encourage their students to follow their dreams. He is currently a barista at Caffe Nero.



WHAT GOALS?

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

He wants to start his kick-starter, get out of the coffee shop and do something with his life.

He wants to see what sorts of kick-starters are funded. Are there similar ideas out there? Do they get funding? How much funding should he expect? What sorts of things should I be prepared for?

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 expectation is that he will find information on kick-starters that have failed or have been funded. He hopes to get a better idea of what it takes to have a successful proposal.

0..... ASPIRATIONAL0

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?

He is taking notes and making story boards of his ideas based off information he has been finding from the internet. The data is all from one website called kick-starter, where he could potentially search for the information, even though it is not presented in an ideal way. There is a lot on his plate right now and finding an overview of this information is critical. Making assumptions based on a few searches on the original kick-starter site could potentially misinform some of his future desicions. He needs to be able to find information on funding easily as well as factors that make kick starters similar to his successful.

He is feeling a little overwhelmed at all the work ahead of him and would like to see things in a clear and effective way to minimize stress.

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?



0..... ACTUAL0