

## NAME

Use a realistic name. Don't use names of colleagues.  
Greg the Realistic Buinessman

## descriptor

What type of persona is it. Describe the most prominent differentiator.  
Interest in web media as an asset.

## QUOTE

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



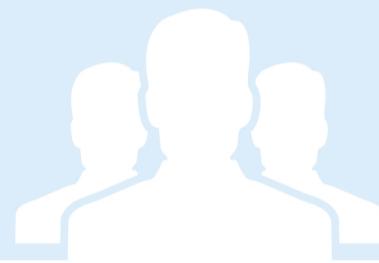
**"I don't go for anything until I judge its real potential."**

Just sketch your first impression!

## 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: 36  
Location: Dearborn, Michigan  
Job: Local business owner  
Technical skills: very average  
About: Greg manages a small business which provides contracted maintenance services to the city and its residents.



## WHAT GOALS?

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

Maintain and expand his business  
Provide an excellent customer experience  
Make a profit with new marketing strategies

## 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.

Greg has a very practical view about his life and his work. He would expect a company website to have a tangible effect on his business.

## 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?

With mostly skills in business and management, Greg mostly relies on others to keep his business running. Although he has little computer skills of his own, Greg realizes that the need for an online presence is necessary in today's competitive job market. He would expect professional and reliable web services at a reasonable price, provided that these web services positively impact his business.

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?

