Real life example of a user persona

Taught by:

Covered in this lecture:

What a user persona looks like

Becky

The Social Listener
(Leisurely Mainstream)

- 26, Female
- Single. Works in Chicago as a nurse
- Drives 30 minutes each day from the suburbs
- Has an iPhone 4S
- Listens to what's new on the radio and what her friends like

I'm tech savvy			X			no - yes
Music defines who I am		X				no - yes
I want control		X				lean back - lean in
I want to support artists		X				no - yes
I accept ads				X		no - yes
I want to influence other people		X				no - yes

Product Personas — v2.0   go/personas

See you next lecture!