

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

# NAME

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

John Cindia

# DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.  
Runs a radio show as a dj

# QUOTE

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

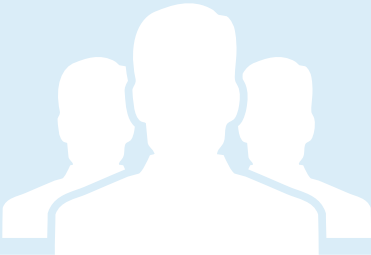
I love to keep up to date on news and facts and all the hot new music!



# 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: 32  
Location: Georgia, Atlanta  
Title: Disk Jockey  
About: Runs a series of "whats new online" segments



# WHAT GOALS?

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

Looking for the best content that has yet to be discovered in order to keep people listening and create buzz



# 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.

Need all information super fast and current, needs to stay ahead of trends



# 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?

John has to be up on technology and commonly uses twitter and facebook to interact with viewers and do contests, john always has his technology up and ready for any news that might come up to broadcast to his views, he knows how to use ipads and iphones and prides himself in being tech savy.

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?

