

NAME

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

John the Engineer

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Software Developer at a small tech company.

QUOTE

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

You are never done learning.



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: 33

Location: Grand Rapids, Michigan

Job: Software Engineer IV

Technical Skills: High (various programming languages and software development techniques)

About: A computer scientist interested in all things technology and business. He has ten years of experience in the industry.

John continues to grow his knowledge of computer science by learning new languages and developing various algorithms to make lives easier.



WHAT GOALS?

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

Interested in new challenges, as well as others' work in the field. Open to the idea of adding a new developer to his company's growing team.



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.

Interested in other colleague's work in the field. Looking for inspiration, collaboration, or simply general interest.



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 is a technical user with a heavy background in computer science and software development. He's very comfortable using technology, as he keeps up to date with the most recent technologies as a part of his career. Being a developer, John pays very close attention to detail, and is critical of any simple errors or bugs he may experience.

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?

