

# End Users Profile & Persona



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# End User Profile & Persona

One of the most important early steps in the venture building process is to crystallize your knowledge of **customers** into a high level End User Profile, and then to add depth and granularity to this by turning it into an **End User Profile**.

This ensures companies anchor themselves to clear definitions of their customers, and take a holistic approach to understanding them as complex **humans** with **motivations, fears, and behaviors** that influence their openness to buying or adopting new products or services.

The goal is to turn **customer development interview data** into these Profiles and **Personas**, ingrain customer-centricity into the company from its earliest inception.

# CUSTOMER

INTEGRITY STATEMENT  
CONDUCT INNOVATION  
MISSION VALUE STRATEGIC  
EXPENSES SUBJECTIVES  
FINANCIAL RULE GUIDING  
PLAN PRINCIPLES  
MARKETING LOGIC  
COMPANY IDEOLOGY  
CUSTOMER OBJECTIVES  
INNOVATION

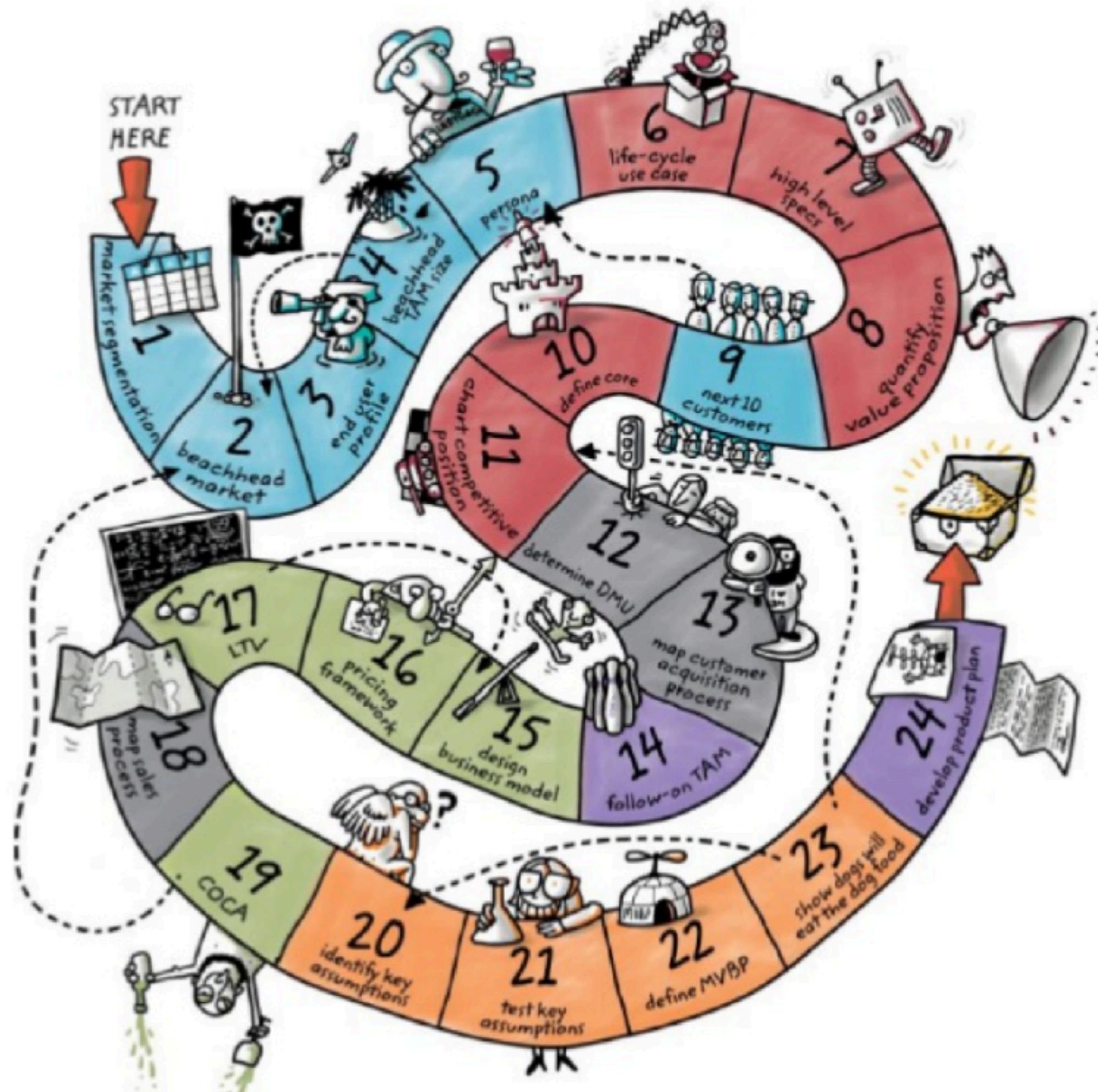


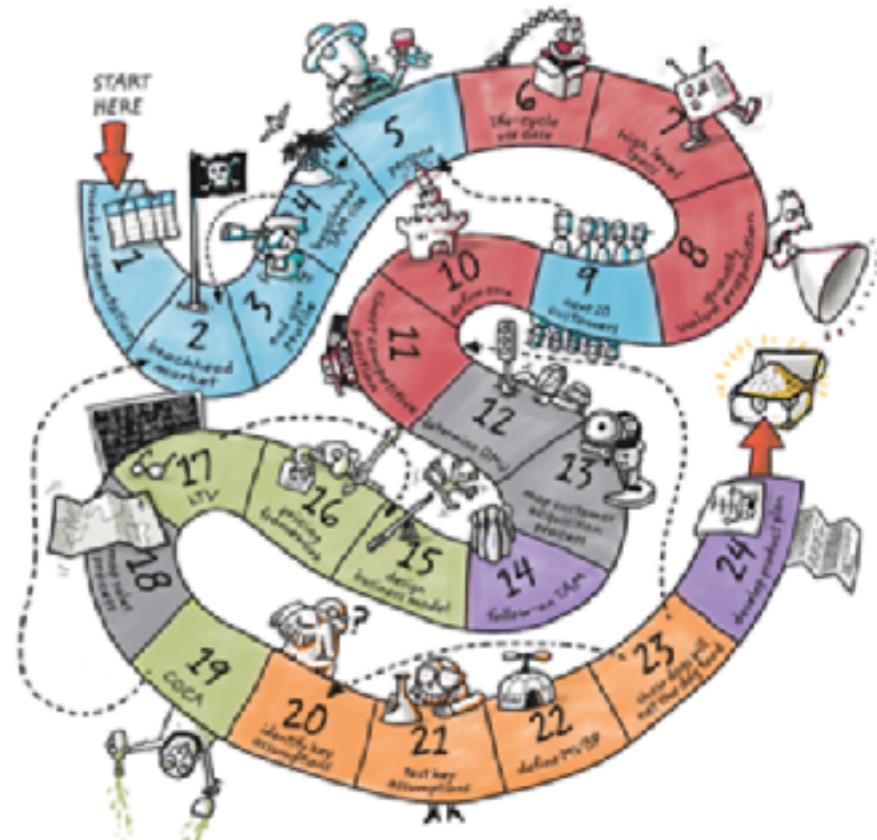
# customer

General: A party that receives or consumes products (goods or services) and has the ability to choose between different ...

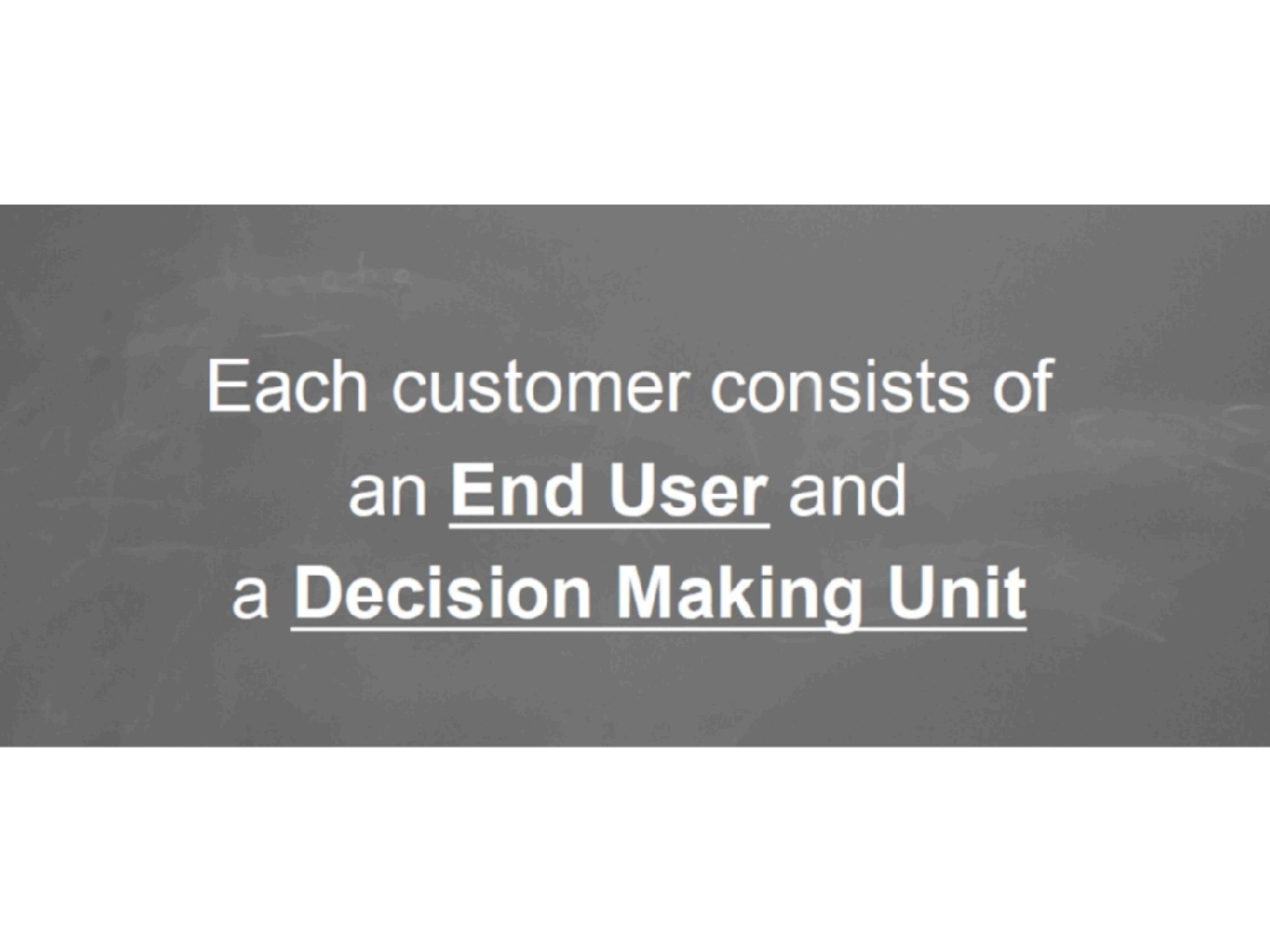


BusinessDictionary





- 1. Who is your customer?**
- 2. What can you do for your customer?**
- 3. How does he acquire your product?**
- 4. How do you make money off your product?**
- 5. How do you design & build your product?**
- 6. How do you scale your business?**



Each customer consists of  
an End User and  
a Decision Making Unit

- **End user:** The individual (**a real person!**) who will use your product. The end user is usually a member of the household or organization that is your customer.

- **Decision-Making Unit:** The individual(s) who decide whether the customer will buy your product, consisting of:

○ **Advocate:** The person who wants the customer to purchase the product; often the end user.

○ **Primary Economic Buyer:** The person with the authority to spend money to purchase the product. Sometimes, the end user.

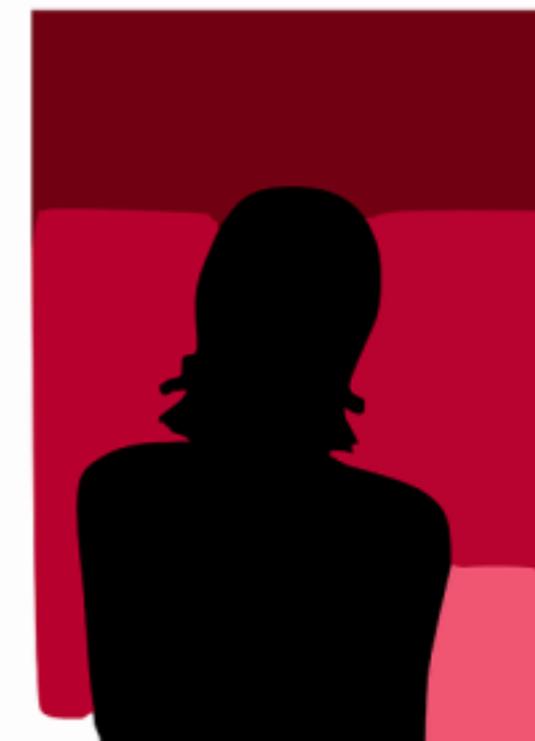
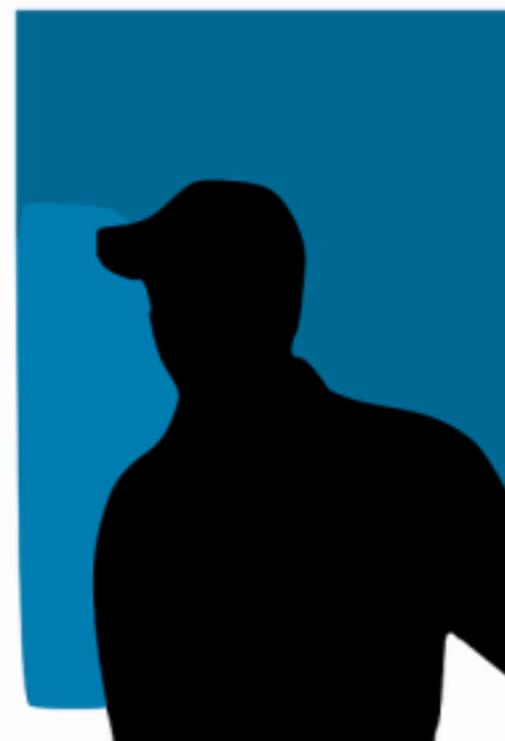
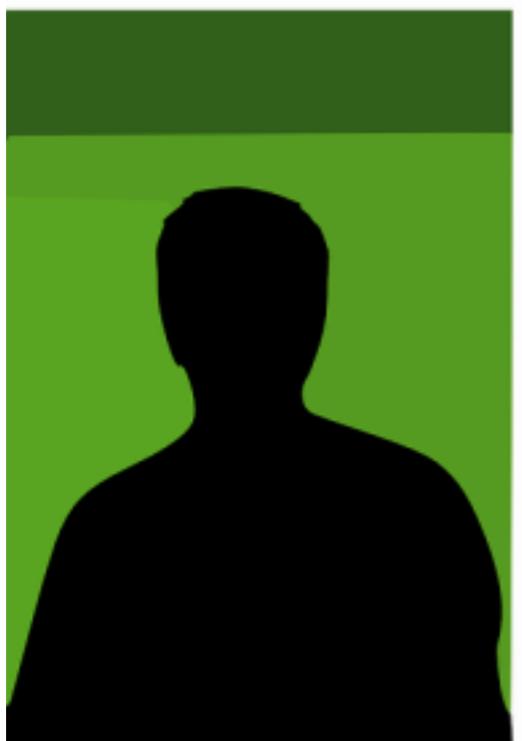
○ **Influencers, Veto Power, purchasing department, etc.:** People who have sway or direct control over the decisions of the Primary Economic Buyer.

end user



## Potential **Characteristics** to Include in Your End User Profile

- Gender
- Age range
- Income range
- Geographic location
- What **motivates** them?
- What do they fear most?
- Who is their hero?
- Where do they go for vacation? For dinner? Before work?
- What newspapers do they read? Websites? What TV shows do they watch?
- What is the general **reason** they are buying this product?  
Savings? Image? Peer pressure?
- What makes them special and identifiable?
- Tell their **story**



# BUYER PERSONA

## Starter Questions

### PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education



### PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools might they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?



### VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?



### GOALS & CHALLENGES:

- What are their personal/career goals?
- How do they prioritize them?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

### WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

### NEGATIVE INFO:

- Are there customers you don't want?
  - Too difficult?
  - Too expensive to support?
  - Not enough budget?
  - Wrong industry?







# **Case Study - T Jacket**

# T Jacket - Virtual Hug





# JACKET

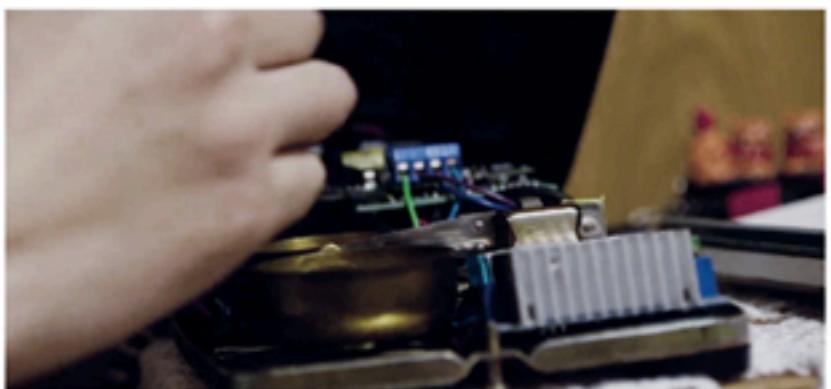
Because Hugs Matter

<http://www.myjacket.com/>



# **Case Study - Personal Innovation Act**

# Personal Innovation Act - Analog Innovation





<https://www.softbank.jp/corp/special/personal-innovation-act/>

# Now what?

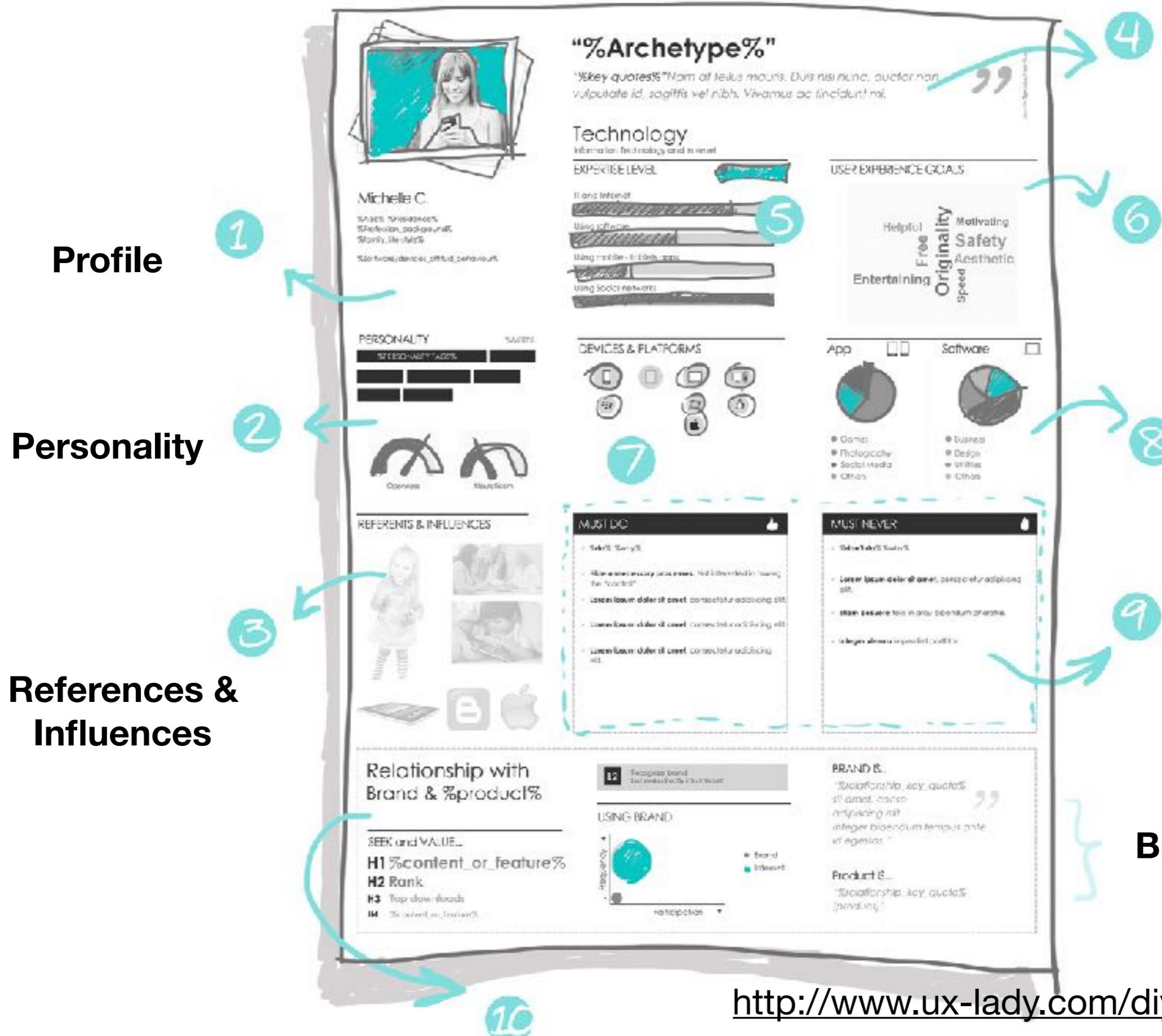
- 
1. Collection of data
  2. Hypothesis
  3. Description of scenario
  4. Selection of 3-5 personas
  5. Description of personas
  6. Dissemination of personas

# Personas — for a variety of user types



- 1 Personas summarize audience details and allow us to **design for their needs**. Projects succeed when audiences are clear and defined.
- 2 By understanding your audiences, we can **identify ways to best engage your audiences**. If we can understand what motivates them, we can better engage them.
- 3 Personas can be used to give everyone on the project team (including you!) a **shared understanding** of an audience type.

# 10 elements for User Persona



Archtype & Quotes

Technology Expertise

User Experience Goals

used device & platforms

Domain Details

Must Do - Must Never

Brand & Product Relationship



# Firstname Lastname

## Audience

### Occupation:

Lorem Ipsum, Organization

### Age:

XX years old

### Location:

City, XX



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Aliquam at porttitor.

## Description

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## We want them to feel

Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum

## Familiarity with Client



## Tech Savviness



## Influencers

### Motivation

Audiences want to lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Goals

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat.

### Concerns

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2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Primary Needs

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Quotes

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit."

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# **Buyer Persona 1: Marketing Mary**

## **BACKGROUND**

(Job? Family? Education?)

- Worked at the same company for 10 years; in Global Marketing
- Marketing Degree
- Recently promoted to Director of Local Marketing
- Married, 2 children (6,4)

## **DEMOGRAPHICS**

(Age, Gender, Income, Location?)

- Female, Mid 30 to mid 40's
- \$140,000/year plus bonus
- Greater Metropolitan Area

## **IDENTIFIERS**

Demeanor? Comm. Preferences

- Very social and outgoing, loves to communicate
- Interacts on Social Media professionally and privately: Uses Facebook, Instagram and Pinterest for personal interactions, Facebook for business, but is looking to tackle Twitter, LinkedIn for business

## **GOALS**

Primary? Secondary?

- Generate more and better qualified ("hot") leads for her sales team
- Reach \$100,000 monthly revenue within the next 6 months
- Improve online marketing ROI through content marketing

## **CHALLENGES**

Primary? Secondary?

- Too much on her plate
- Much of the new online marketing has to be learned on the job
- Reporting on ROI is difficult across multiple platforms



# Clark Andrews

AGE 26

OCCUPATION Software Developer

STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly

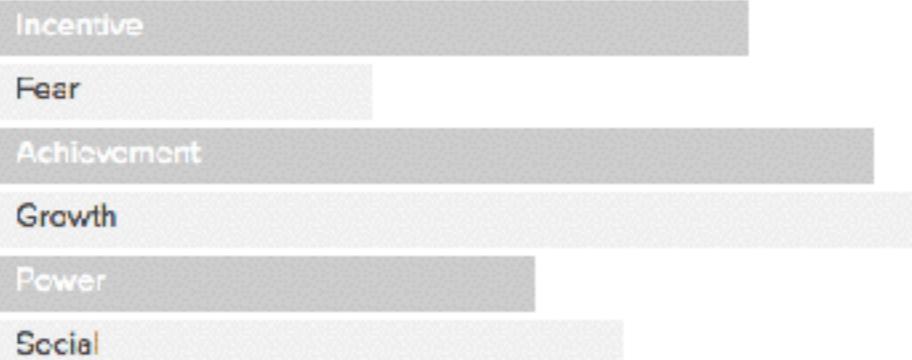
Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

## Motivations



## Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

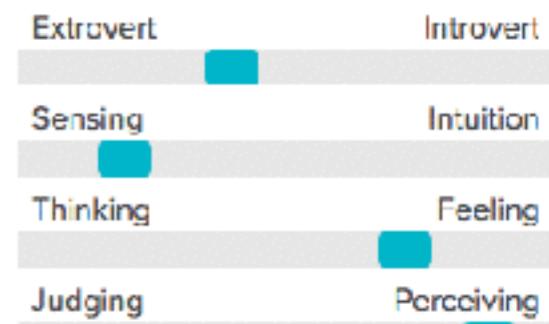
## Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

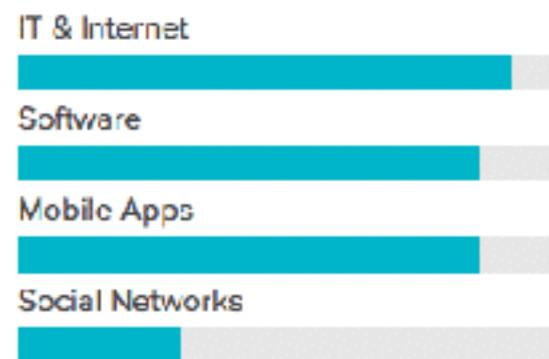
## Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

## Personality



## Technology



## Brands



# Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

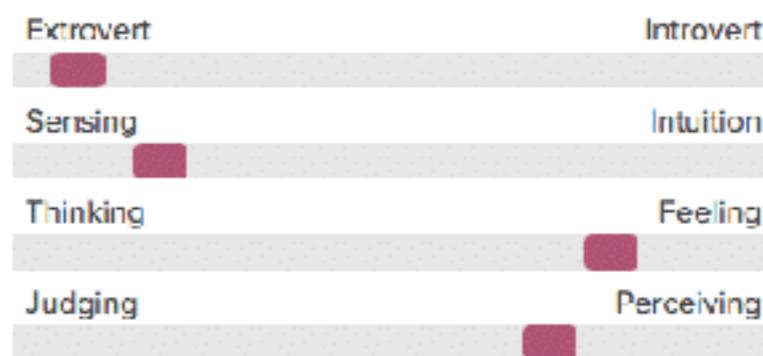
Protective

Hardworking

## Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

## Personality



## Brands



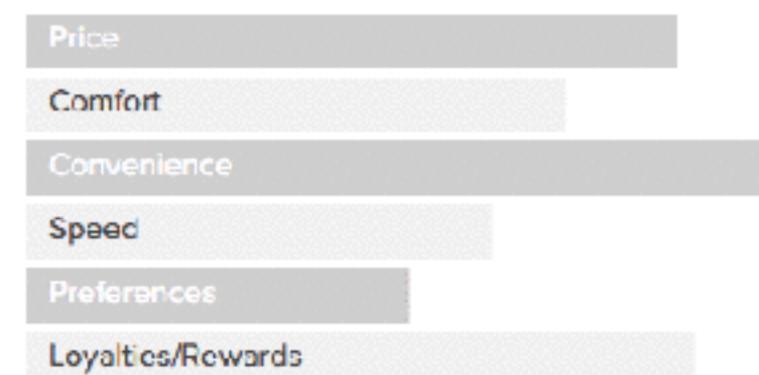
## Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

## Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

## Motivations



## Technology

IT & Internet

Software

Mobile Apps

Social Networks



# Sasha

## SMART SHOPPER

**GOAL** Shopping smart to get more for her money

**“** I don't have stacks of money so I need to make the most of what I have.

**ILLUSTRATION** Struggling to believe she's found the best price

**“** I often spend too long looking for the best price on something. I'm never satisfied that I've got the cheapest price.

**SATISFACTION** Getting one up on the others

**“** I enjoy saving so much it's starting to feel like a game. I love beating the system.

ASTUTE, CONFIDENT,  
SAVVY, KNOWLEDGEABLE

100%



PERCENTAGE OF  
CUSTOMER BASE

WEEKLY ONLINE  
SPEND



ANNUAL HOUSEHOLD  
INCOME

Sasha is 34, married and has a two year old child. She currently works as a part-time office manager and lives in the suburbs of Bristol.

# Isobel

## IMPULSE SHOPPER

**GOAL** Getting a good deal on everything

**“** I really like shopping and bargain hunting. I'm guilty of buying things I don't need because they're cheap.

**ILLUSTRATION** Thriftiness

**“** I like shopping in-store to find a bargain. I'll forget half working out the best deals online.

**SATISFACTION** The thrill of a bargain

**“** I love shopping, even if it's not for myself, two cupboards full of gifts to give.

MATERIALISTIC, GENEROUS,  
SPONTANEOUS, IMPULSIVE

100%



PERCENTAGE OF  
CUSTOMER BASE

WEEKLY ONLINE  
SPEND



ANNUAL HOUSEHOLD  
INCOME

Isobel is 36 and lives with her partner and 6 month old child in the suburbs of Newcastle. She works as a shop assistant.

# Julia

## CAREFULLY CONSIDERED SHOPPER

**GOAL** Being careful with the monthly budget

**“** It's my responsibility to make sure everyone in my family has what they need and our money stretches.

**ILLUSTRATION** A roll of trust in vouchers or discounts

**“** I don't really trust deal sites. I worry that the quality of what I buy will be compromised.

**SATISFACTION** I am keeping an eye left over at the end of the month

**“** When there's money left over from the monthly budget I love putting some away for savings and gifts.

RESERVED, CAUTIOUS,  
PLANNED, WARY

100%



PERCENTAGE OF  
CUSTOMER BASE

WEEKLY ONLINE  
SPEND



ANNUAL HOUSEHOLD  
INCOME

Julia is 47. She's married with three children and lives in the suburbs of Leamington Spa, where she works as a nurse at the local maternity hospital.

# Rob

## COMFORTABLE CLASSIC SHOPPER

**GOAL** Shopping quickly at trusted brands

**“** Saving money is too much hassle. I don't have time to hunt around for deals.

**ILLUSTRATION** Too many irrelevant offers

**“** I don't browse. I find what I want and buy it. No point worrying about a few quid here and there.

**SATISFACTION** Shopping and saving easily – on a needs-must basis

**“** I bought shoes online and 10% was taken off automatically. No hunting for the discount.

TIME-POOR, SAFE,  
IMPATIENT, HABITUAL

100%



PERCENTAGE OF  
CUSTOMER BASE

WEEKLY ONLINE  
SPEND

ANNUAL HOUSEHOLD  
INCOME

Rob is 44. He's married with two young children and lives in a large village on the outskirts of Basingstoke. He works as a primary school deputy head teacher.

### HER FAVOURITE BRANDS



### HER FAVOURITE BRANDS



### HER FAVOURITE BRANDS



### HIS FAVOURITE BRANDS

