NAME

Bob the Builder

DESCRIPTOR

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

Small town construction company owner looking to expand client base.

QUOTE

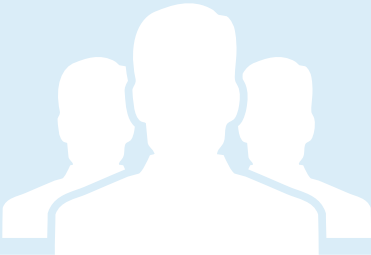Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

I'd like to expand the area in which I do business.

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: 32
Location: Portland, Michigan
Job: Construction Company Manager
Technical skills: novice (computer use normally handled by office workers)
About: Started a construction company in the town he grew up in. Interested in having a website made to further the reach of his company but attracting new clients.

WHAT GOALS?

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

Interested in displaying his work on the web to gain new clients from a broader geographic pool.

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.

Wants to have a website designed that will showcase his companies work to future clients.

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?

Joe is a novice user and often leaves computer work to his assistants in the office. He's comfortable using computers for menial task like searching the web and sending emails. Joe wants a website that will enable him to show case some of the previous work his company has completed while also being a new form of communication with potential clients. He does not expect to do any work on the website and expects any messages received via the website to be sent to his email. While he doesn't need it right away Joe also wants the website to be mobile friendly and have social media capabilities. Joe is frustrated by projects that are not finished on time or up to the agreed standards. He expects his product to be done by a set point in time with all of the designated functions working properly on its release.

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?

EDUCATED GUESS · ASPIRATIONAL · ASPIRATIONAL · ACTUAL · ACTUAL