



#99 Prejudice

We should write down all the prejudices that our users are prone to. If necessary, each Persona in our product can have its own "set" of prejudices.

#4 Mere-exposure effect

We should write down objects familiar to our users that we could refer to in the future.

#16 Self-reference effect

We should write down Ideas and objects the user wants to associate himself with. This includes everything from political and social views, continuing to professional achievements, and so on.

#19 Conservatism (belief revision)

We should write down all the ideological and moral-ethical values that our users adhere to. Besides, we should also write down those values the user does not believe in but publicly agrees and supports (**#70 Social desirability bias**). This is especially true for a B2B product (not a mass product).

#27 Post-purchase rationalization

We should write down the main arguments that our “Persona” uses to rationalize a certain action/purchase. We then use this information to support users’ points of view (**#25 Confirmation bias**).

#30 Ostrich effect

We should write down all user concerns associated with a product category such as ours. Understanding what can cause the user emotional discomfort will allow us to build more comfortable communication (texts, calls, images).

#64 Spotlight effect

We should understand how the user relates to the publicity of his actions. This understanding will allow us to create interesting options for the product and give us additional leverage to nudge the user to some action.

#74 Dunning-Kruger effect

We need to understand and write down how our users assess their competence. Such item in "Persona" is not suitable for mass products, but it may be well suitable for the B2B sector. The narrower the niche of the product, the more relevant this item is.

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We should also write down all those stereotypes and prejudices our audience is prone to **#52 Out-group homogeneity**, **#53 In-group favoritism**, **#98 Implicit stereotypes**.