

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
A person interested in educating herself on today's topics in the black community

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.
"I hate that African Americans are continuously being treated unfairly. It sickens me that death after death can occur without justice being served."

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.
She is a 21 year old college senior attending a predominantly white institution. She has witnessed first hand acts of racism and is interested in the issues in today's world. She does not have an outlet or have a sense of belonging because her colleagues are mostly white. She is frustrated and wants to vent without having the stereotype of angry black woman follow her.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?
The site is a social media outlet tailored to the issues that are occuring today. They are issues that people think the younger generations overlooks but on the site, they are able to give their opinions in their own words.

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.
The expectation is that of any other social media outlet: to give its users a voice. The persona will be willing to go to the site because it will do just that and discuss the topics that are being overlooked.

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?
While using the site, emotions vary depending on what feature on the site she is using. If she reading a story on unfair treatment amongst blacks, she is enraged. However, if she reads a story informing her that someone was convicted of a murder, there is some sort of relief there. Although someone has lost their life, it makes her feel slightly better knowing justice was served. Readingt the comments from other users gives her a sense of belonging. Being able to purchase from black owned businesses allows her to feel like she is contributing to her community, a sense of pride.
Which Trends, mindstyles or other indicators are applicable for this persona?
The Black Lives Matter Movement, being fed up, and wanting a safe space to vent are applicable to this persona.
How important are functional, emotional, expressive benefits?
Emotional and expressive benefits are important because how blacks are currently expressing themselves have been viewed by some as "hate crimes" or offending others. This site is beneficial because it gives people the opportunity to speak freely.
Fast or slow decision maker? Why, how can you tell?
She is a fast decision maker. Cognizant of social issues and who all is potentially watching, she understands it a safe space but it is also the internet and she knows what is appropriate to say and not say.
Decisions made on facts or emotion? Why, how can you tell?
Both facts and emotions play a role in decision making. She is furious but is also smart.

