

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

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

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.
She currently lives in the MSU SHC

QUOTE

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

"I work hard to be an active member of my community, make a difference, and have fun"

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 21, in East Lansing, MI. She works at a part time job and goes to school full time.

WHAT GOALS?

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

The goal is to contribute to the community in a positive, constructive way.

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.

She expects this will be a fun space to read and share stories that take place in places familiar to her.

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?

She lives in the MSU Student Cooperative currently. She loves the animals that live in her house. While she is using this site, she browses other house's pets. She comments stories or photos about the pets that she personally knows. She looks at pets on her house's profile and reads the other stories that people have written about the animals there. She uses this site because it is very personal for her and all past and present co-ops.

Which Trends, mindstyles or other indicators are applicable for this persona?	This person loves the idea of community and sharing.
How important are functional, emotional, expressive benefits.	Very important
Fast or slow decision maker? Why, how can you tell?	I can't tell because this person does not make important decisions on this site.
Decisions made on facts or emotion? Why, how can you tell?	Decisions are made on emotion because of her sense of community.

