

0..... EDUCATED GUESS .....0  
0..... ASPIRATIONAL .....0  
0..... ACTUAL .....0

# NAME

Use a realistic name. Don't use names of colleagues.  
Dr. Lunsford CEO of Interstellar Design

# DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.  
Looking to expand the company's design team

# QUOTE

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

Let's see what kind of skills this young bloods got!



# 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.

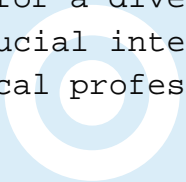
Age: 52  
Location: Detroit, Michigan  
Job: CEO of Interstellar Design  
About: Intelligent and battle hardened leader of a company that has just recently blown up, reaching an all time high profit. Interested in finding new talent to expand further.



# WHAT GOALS?

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

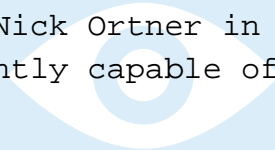
Interested in hiring new designers and interactive programmers. Looking for a diverse pallet of skills in order to create crucial interactive media to be used by highly technical professionals.



# 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.

To quickly, efficiently, and pleasantly browse design works by Nick Ortner in order to understand what he is currently capable of.



# 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?

Dr. Lunsford started with very little, essentially building his world from scratch. His company is now worth millions, his wife and kids are living healthy and happy lives. Coming from an age where technical skills were less common he himself can not program, but over the years he has developed an eye for what will work. This crucial skill has allowed him to successfully build a company composed of professionals who continue to work together on the frontier of their field. Dr. Lunsford has the patience that could rival a monk's, however in his position he expects to be presented with the information he's looking for, rather than needlessly searching and tedious digging.

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?



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