

0 - - - - - EDUCATED GUESS - - - - - 0

0 - - - - - ASPIRATIONAL - - - - - 0

0 - - - - - ACTUAL - - - - - 0

NAME

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

Sally Nostalgic

DESCRIPTOR

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

General interest in puzzles and classic games.

QUOTE

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

I like playing games that I enjoyed playing when I was growing up.

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.

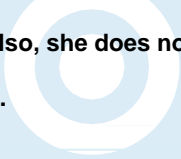
Age: 35
Location: East Lansing, Michigan
Job title: Paralegal
Technical Skills: Experienced in easy to use data organization and file sharing software.
About: Generally keeps to herself at work and is quiet but a hard worker. She is single and has no kids, but she spends a lot of time with close friends playing board games and trivia.



WHAT GOALS?

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

Wants to explore the Internet more and spend her free time at work doing things for her personal pleasure. Also, she does not want to carry around board games everywhere she goes.



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 a way to play a game she likes without having to carry anything around with her or waste paper.



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?

Sally likes her job but sometimes she doesn't have anything to do, this is especially true during her break time. She would like to stay in her cubicle just in case her boss comes looking for her, though that hardly ever is the case. She would like to use a simple application because, after all, she is only looking for a simple game. When she is home with friends and family, she would like to continue using the same technology without any hassle. Sally does not have the patience to learn a new application unless it is for her job. She just wants to find a decent form of entertainment for a few minutes during the long work day.

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?

