

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

# NAME

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

Eddie

# DESCRIPTOR

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

A professional food critic.

# QUOTE

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

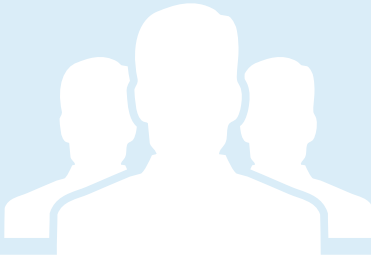


Eddie is sharp words, his comments always directly point out the advantages and disadvantages. At first some people may be a bit hard to accept his sharp comments. But to deepen understanding will find Eddie is full of sense of humor.

# 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.

Eddie is 28 years old, he is a professional food critic. He lives in Chicago. Eddie is full of clever insights. For sheer intellectual chutzpah and creativity. For the restaurant's evaluation, he is always very direct.



# WHAT GOALS?

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

Eddie is passionate about the restaurant industry. He not only visited the fine restaurant, he is also keen on the roadside special restaurant. His evaluation of each restaurant are very impressive. He said that his comments only serve the general public. His most important criterion is truth.

# 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.

Eddie hopes to have a platform with the majority of users to share his food experience so he opened the blog. After his blog was launched, he was embraced by many diners. They expressed their views freely in blogs.



# 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?

He is a professional food critic and he has his own blog. His blog has a review of the restaurants he has visited. Some of his private recipes will also be on the blog. He communicated with the public diners through blogs. The blogs provide a good platform for them to communicate with each other. But the network of violence is a hot issue in today's society. A lot of negative comments on the network also caused trouble for him.

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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