

Personas are a transparent and easily manageable way of segmenting visitors of your websites. Using the **Personas** application, you can define the typical visitor groups of your sites. Once you have defined personas, the system assigns visitors to the persona they fit the best. This is done based on **data about the visitors** and **their behavior** on the sites. You can use personas throughout the whole system (pages, emails, macros) to display different content to each persona that you have defined.

✓ To learn more about personas and understand their intended purpose, visit our [blog post](#) aimed at this topic.



Examples of segmenting site visitors into personas

The following are rough examples of personas in two businesses. Ideally, these would be based on research and would also contain additional information.

Hospital website

- **Patient** – looking for information about the hospital. Such as pricing of services, admission requirements or meals that are served on that day.
- **Visitor** of another patient – may be looking for information such as visiting hours, parking information or information on getting around the hospital.
- **Foreigner** – patients and potential patients not participating in the health insurance system provided in the country may require special information.

E-commerce website selling computer hardware

- **Budget buyer** – looking for the best bargains on the site and what is usually the low-end specification version of the currently available hardware.
- **Early adopter** – looking for the latest gadgets and pieces of hardware. Willing to invest substantially more even into unproven products.
- **Mid-market buyer** – usually looking for the best price / performance ratio. Buying products that do not lose value as quickly as high end products.
- **Community enthusiast** – a visitor who often aids other in product comments, or who writes reviews for other visitors of the website.

Personas should ideally be defined based on the outcomes of your market research to reflect *how* people fitting these personas really work. Find more information in [Defining personas](#).

Ways of displaying content to Personas



Allowing users to work with personas

Users that want to work with personas need the following permissions:

- For working with the **Persona** application, users need to have the **Read** and **Modify** *Personas* [permissions](#).
- For assigning personas to pages, users need to have the **Browse tree**, **Read** and **Modify** *Content* [permissions](#).

Users with the above-mentioned permissions can:

- [Recommend pages to personas through widgets](#)

- [Recommend widget variants to personas](#)

You can also ask your administrator to help you:

- [Recommend pages to personas through web parts](#)
- [Recommend web part variants to personas](#)