

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

# NAME

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

# DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.  
Pragmatic, logical, process driven

# QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.  
“Why do I have to go through so many steps in order to find the information I want?”  
“Is there any way for you to automate this mundane task for me?”

# 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.  
Theresa is a middle aged women. She has been with the company for most of her life and knows basically all of the accounting processes throughout the company. She is from southwest, MI and hasn't strayed far from there.

# WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?  
Theresa's goals are to efficiently and accurately perform accounting tasks for the company that she works for. She would like certain tasks to be as transparent as possible.

# 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.  
While looking at the newly designed apps, she would like them to be neatly organized and accessible to as many employees as she wants. This level of organization and transparency will be her main motivator to go to this website.

# 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?  
Theresa works as an accountant. She interacts with many enterprise resource planning softwares and makes use of reports and other tools to perform payroll and other accounting tasks.  
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?

