



Persona Type		Marketing	
1 User/Customer Name	2 Job Title/Functional Role	3 Customer/User segment	
Robert Atkins	Mechanical Engineering Manager	Connoisseur	
4 Photo	5 Key Demographic Details	6 Personality & Behavioral Characteristics	
	<p>Age: 44 years</p> <p>Gender: Male</p> <p>Family: Married, with 2 boys</p> <p>Education: Masters in Engineering</p> <p>Location: Calgary, AB</p> <p>Income: \$132,000</p> <p>Organizational details: Works on upstream oil and gas projects</p> <p>Employment: 15 years, 4 in current role.</p>	<p>Has a tendency to micromanage people and situations.</p> <p>May waffle on decisions that he is not familiar with.</p> <p>Usually researches topics thoroughly, and is confident in his decisions once he has researched them.</p> <p>Has a wide range of interests that he researches for the sake of knowledge.</p> <p>Is slightly introverted and has a few good friends. Many acquaintances through boys involvement in hockey.</p> <p>Comes off to others as a know it all.</p> <p>Slightly clueless to how others 'actually' perceive him.</p>	
7 Representative Quote	8 Pain Points	9 Drivers & Influencers	
"I want it done right, and these things are worth exploring and tweaking."	Finds he is always wanting more details and abilities to customize.	<p>Wants to show his intellectual superiority.</p> <p>Enjoys the intricacies of brewing the flavours and how they interact. Likes to talk and explore options with others.</p>	

10 Purchase/User Experience Goals	11 Motivations	12 Perceived Obstacles
<p>Reduce time spent on manually extracting key talent management reports.</p> <p>Shift focus to building data-supported recommendations.</p>	<p>Wants to be able to fine tune options</p> <p>Would like to have information available should he choose explore further</p>	<p>Will not have new cool ingredients/options to try new creations</p> <p>Application does not proceed through steps logically. If changes are required at any stage, is there the ability to jump to that option, and return to current usage without losing place.</p>
13 Relationship to Brand/Product	14 Technology Expertise	15 Preferred Channels / Devices / Platforms
<p>Priorities is the final quality of product, but is also cost conscious.</p> <p>Will stick with product as long as the features and options exceed competing nearby products</p>	<p>Proficient in current OS and browsers in use.</p> <p>Expert in spreadsheets and word processing.</p> <p>Limited exposure to collaboration and text messaging.</p>	<p>Will use whichever platform fits him best. Prefers a laptop computer</p>

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John Smith	Accountant	New to craft beer	
4 Photo	5 Key Demographic Details	6 Personality & Behavioral Characteristics	
	<p>Age: 33 years</p> <p>Gender: Male</p> <p>Family: Single</p> <p>Education: Bachelors in Commerce</p> <p>Location: Seattle Washington, United States</p> <p>Income: \$95,000</p> <p>Organizational details:</p> <p>Employment: 8 years, 6 in current role.</p>	<p>Detail oriented during his workday.</p> <p>Tendency to work overtime to complete tasks.</p> <p>Enjoys social events with family and work friends.</p> <p>Drinks from a selection of craft beers brewed at local breweries, and has other alcoholic beverages at events.</p> <p>Enjoys reading during his free time.</p> <p>Is frugal with money and rarely splurges on items.</p> <p>Purchases occasionally from Amazon.</p>	
7 Representative Quote	8 Pain Points	9 Drivers & Influencers	
	<p>Doesn't have enough free time brew craft beer.</p> <p>Doesn't have the knowledge and experience to have a home brewery, nor does he want to spend the time learning it.</p>	<p>Enjoys craft beer offered at local breweries.</p> <p>Is influenced by colleagues who have home breweries.</p>	

10 Purchase/User Experience Goals	11 Motivations	12 Perceived Obstacles
Hasn't produced his own craft beer, but has seen a number of home breweries of colleagues Occasionally purchases local craft beer.	Wants to be able to craft personalized beer without all of the equipment, time, and learning required with a home brewery	Doesn't easily trust online/mobile applications that require purchases Doesn't enjoy waiting long periods for a product; wants to be involved in the process
13 Relationship to Brand/Product	14 Technology Expertise	15 Preferred Channels / Devices / Platforms
Doesn't enjoy mainstream beer brands	Frequent user of mobile applications. Uses Excel, Word and Powerpoint regularly during work hours. Solid understanding of general website navigation, online purchasing, etc.	Uses Android mobile OS. Uses Windows desktop OS.