

Jürgen Späth



Persona

The persona gives us a tool to put ourselves in the shoes of our users. The persona has a name, a biography, specific needs, everyday joys and challenges, desires and passions. However, the persona is not a single person, but a composed character that reflects our synthesized knowledge about our users – like a prototypical novel character with whom we can sympathize, laugh and suffer.

# When do I create a persona? 1/1

In terms of time, the persona is best developed after we have already conducted initial interviews and synthesized the data, for example with the user motivational analysis or the persona synthesis cluster.

## We set the framework 1/1

We have to agree which needs and problems we want to solve. Either we determine this by gut feeling and start the development of the persona intuitively - or we base our decisions on the need-constraint pairs or the need clusters, depending on which method was used before (motivational analysis, persona synthesis cluster).

## We give the persona a name and a biography 1/3

The persona is the condensate, essence of all interviewed users. If we talked to a majority of women, our persona is more likely to be a woman. If we have talked mostly to people who have to watch every penny, then this insight also flows into the persona.

# We give the persona a name and a biography 2/3

- Gender Identity
- First and last name
- Exact age
- Family status
- Profession
- Life status

if the persona has a family, then we design it out

- Partner and children get names and age

# We give the persona a name and a biography 3/3

- Where does our persona work and what does she do there
- In which city our persona lives
- We name the city, the neighborhood, the size of the apartment or the house in which our persona lives
- Photos help make the persona more real and tangible

Many details add up to a life for which we can feel empathy.



# We define the inner value cosmos of our persona 1/4

After we know where and in which circumstances our persona lives, we take care of its inner life. Here, too, the more concrete the better.

- Is our persona very tidy?
- Our persona values close friendships?
- Is our persona shy, loves animals or a morning grouch?
- What brands does our persona prefer?
- What does our persona spends money on?
- Where does our persona go on vacation?

# We define the inner value cosmos of our persona 2/4

The digital world is also particularly important to our persona

- What devices does our persona own?
- Is there any noticeable behavior when using these devices? For example, our persona watches a movie and buys a product on another device at the same time.
- Favorite apps, most visited websites etc.

# We define the inner value cosmos of our persona 3/4

- What does our persona want to achieve in her life?
- What is our persona afraid of?

## We define the inner value cosmos of our persona 4/4

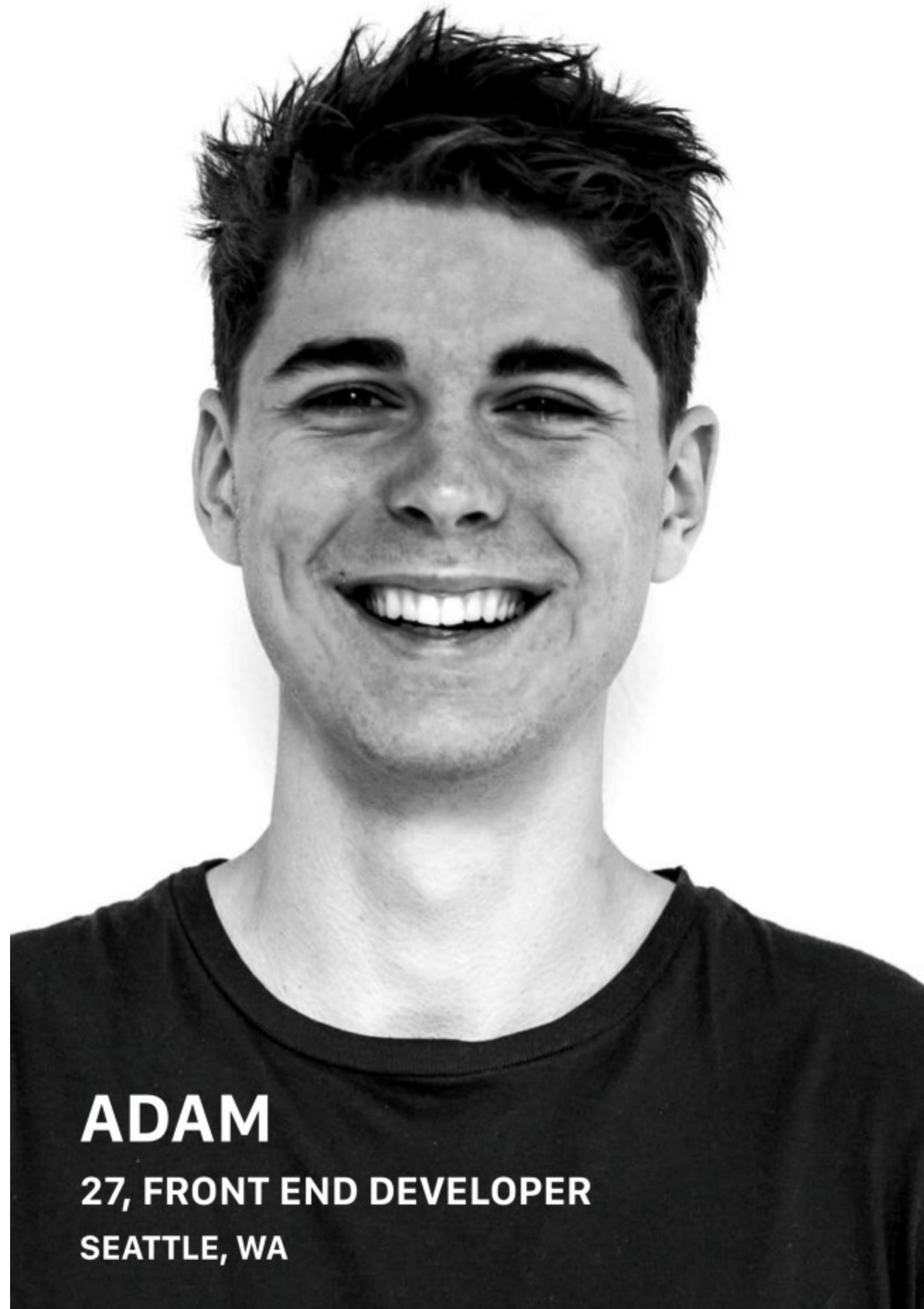
- What does our persona want to achieve in her life?
- What is our persona afraid of?

Sometimes we run the risk of making our persona particularly dramatic and deform our insights so that they no longer have much to do with reality.

We do not want to solve fantasy problems just because we have created a particularly imaginative persona.

# Template

<p><i>Ein typischer Tag</i></p> <p>Vormittag      Nachmittag      Abend / Nacht</p>	<p>MEIN PORTRÄT:</p>	<p><i>Ein typisches Zitat von mir:</i></p>
<p><i>Mein letzter / nächster Urlaub:</i></p>		<p><i>Diese Apps nutze ich am häufigsten:</i></p>
<p><i>Das sind meine beruflichen Pläne / Ziele:</i></p>		<p><i>Das nervt mich im Alltag:</i></p>
<p><i>Das ist das Problem, das ihr für mich lösen sollt:</i></p>	<p>BESCHREIBUNG DER PERSONA</p> <p>Name:</p> <p>Wohnort:</p> <p>Beruf:</p> <p>Alter:</p> <p>Familienstand:</p>	<p><i>Das macht mich glücklich:</i></p>
<p><i>Gründe, warum ich dieses Problem bis jetzt noch nicht lösen konnte:</i></p>		<p><i>Davor habe ich Angst:</i></p>



**ADAM**

27, FRONT END DEVELOPER  
SEATTLE, WA

## BIO

### ARCHETYPE | Avid News Reader

Adam works in Amazon HQ in Seattle as a Front-End Developer. Every morning when he wakes up he enjoys to have a cup of french pressed coffee and then he would opened the Apple News app to check the latest news. He regularly check the latest news sections, politics, and technology. If he sees a piece of new that he knows that his friend Mike would appreciate, he would send it to him via Facebook. After reading the news for fifteen or twenty minutes, Adam would proceed to get ready for work and carpool to Amazon HQ. During lunch, he would talk to his coworkers about the latest new stories happening that day and ask for their opinion and thoughts about the story. At night, when he commutes back to his apartment, he likes to catch up with the news and read sections that are more for leisure such as sports and arts.



It is more important than ever to stay aware of what's happening around us.



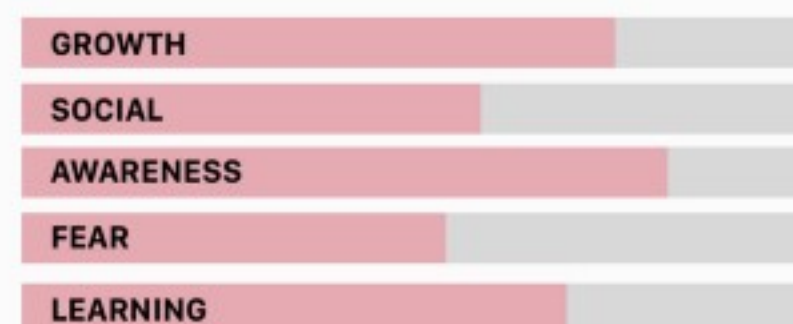
### NEEDS / GOALS

- Stay aware with the latest news
- Reliable news sources
- Become more aware of other topics and news outside of his radar
- Ability to share and discuss topics with his friends and family

### PAIN POINTS

- Biased new sources
- Content overload
- Ignorant people or comments
- Unability to find the news or content he wants to read
- Constant negative news and events

### MOTIVATIONS



### PERSONALITY - ENFP



### BRAND AFFILIATIONS

theguardian

THE NEW YORKER

BBC NEWS



**Jill Anderson**  
UI Designer



*I'm looking for a site that will simplify the planning of my business trips.*

**Age:** 26  
**Status:** Single  
**Location:** Brooklyn  
**Archetype:** Frequent Flyer

- Organized
- Protective
- Practical
- Hardworking
- Passionate
- Punctual

### Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

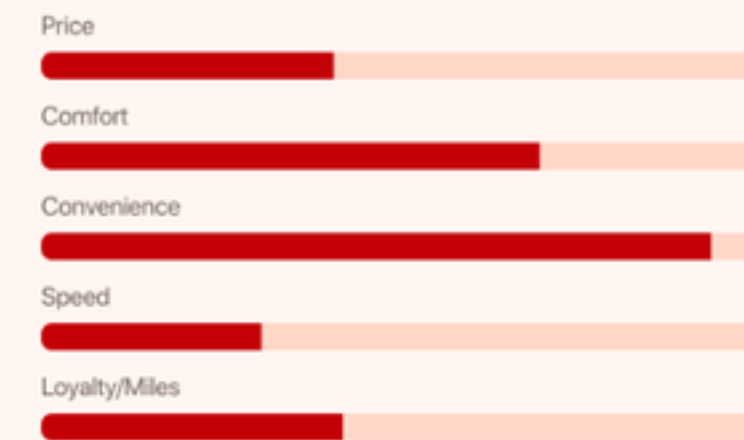
### Personality



### Goals

- To spend less time booking travel
- To narrow her options quickly

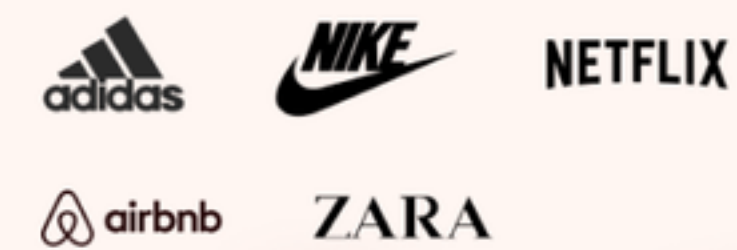
### Motivations

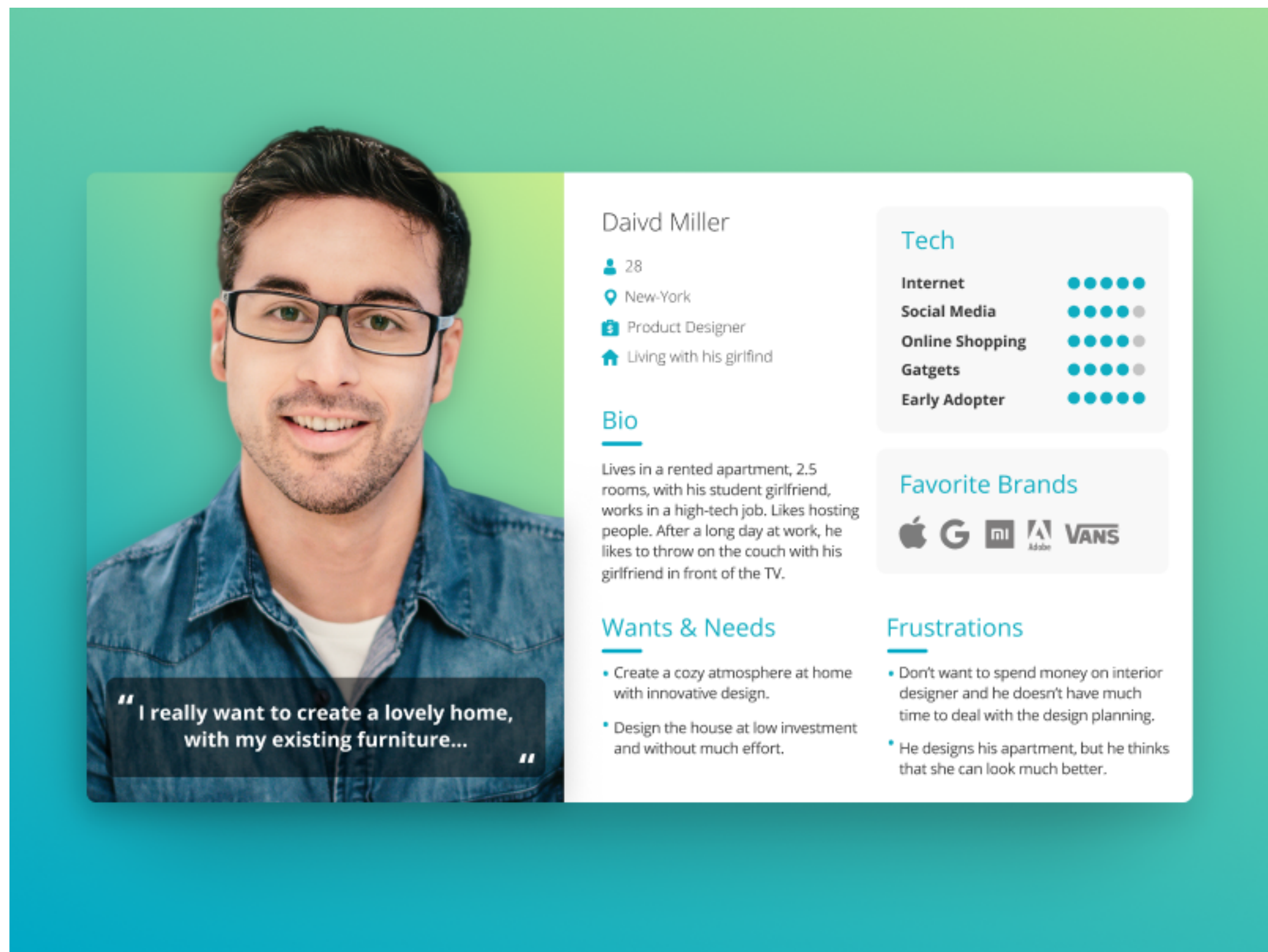


### Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

### Favourite Brands





**David Miller**

- 28
- New-York
- Product Designer
- Living with his girlfriend

**Bio**

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

**Wants & Needs**

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

**Tech**

- Internet: 5/5
- Social Media: 4/5
- Online Shopping: 4/5
- Gadgets: 4/5
- Early Adopter: 5/5

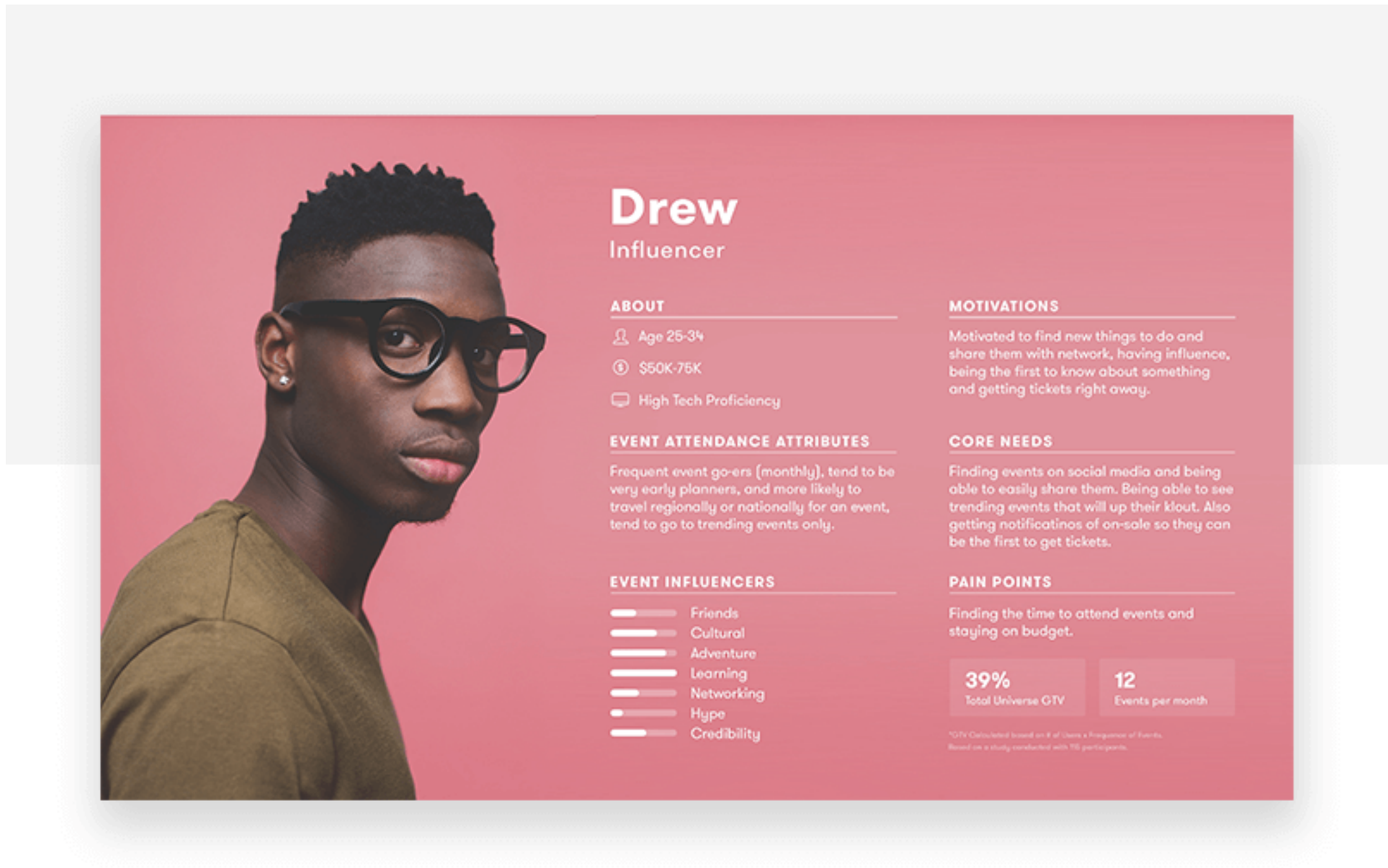
**Favorite Brands**

Apple, Google, Intel, Adobe, VANS

**Frustrations**

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

**Quote:** "I really want to create a lovely home, with my existing furniture..."



**Drew**  
Influencer

**ABOUT**

- Age 25-34
- \$50K-75K
- High Tech Proficiency

**MOTIVATIONS**

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

**CORE NEEDS**

Finding events on social media and being able to easily share them. Being able to see trending events that will up their kout. Also getting notifications of on-sale so they can be the first to get tickets.

**PAIN POINTS**

Finding the time to attend events and staying on budget.

**EVENT ATTENDANCE ATTRIBUTES**

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

**EVENT INFLUENCERS**

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

**Stats:** 39% Total Universe GTV, 12 Events per month

\*GTV Calculated based on 8 of Drew's Programs of Events. Based on a study conducted with 70 participants.