

Personas ▶ Visual and Text

9 Key Components for Customer Personas

1. Gender
2. Age
3. Profession
4. Financial Situation
5. Purpose
6. Education
7. Free Time
8. Buying Decision
9. Shopping Habits

Develop your Personas

- ▶ One persona for each distinct group
- ▶ What you need to know about each:
 - ▶ Who is he or she?
 - ▶ What's are their problems & needs?
 - ▶ Why does he or she care about us?
 - ▶ What unique value proposition do we offer this persona?

Personas ▶ Examples

Robert: Loyal Member
51 years old / Married / Father of 2 children / Lawyer / Manhasset, New York / Household Income: \$250,000

Robert. "The Veteran"



"I want to get the best of the best for myself and my family."



Member For 5 Years
Member Because Concierge, High limit & Travel planning
Spend \$6.67 per month | \$80,000 per year

Robert's Questions

- How much is a business class ticket to Rome with my points?
- Can I get last minute dinner reservation at Per Se?
- Do I need Apple Care or will my card provide a warranty?

Robert's Concern

- Are these travel benefits really that valuable to me?

Robert's Activity



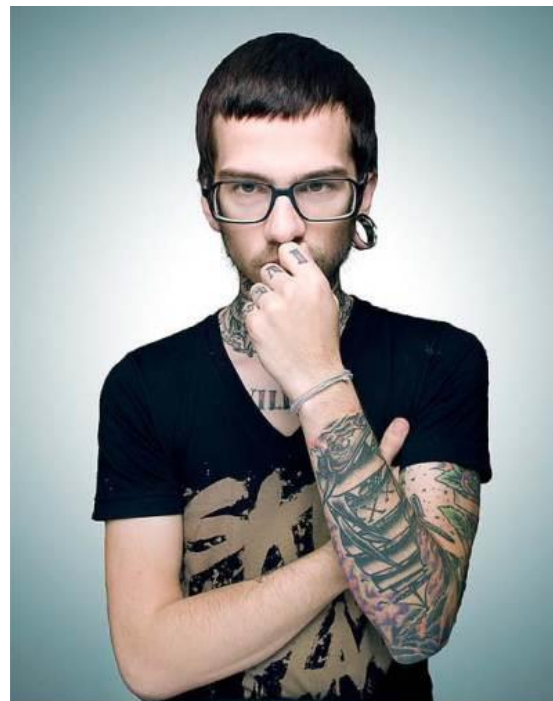
Also a member of



Reads

The New York Times
Wine Spectator

Devices



Nicholas (Nick) Jones
Male
24 years old
Austin, TX
United States

Status: Single
Height: 5' 8"
Education: Undergrad
Occupation: Student, Manager at Zumiez at Barton Creek Mall
Birthday: December 2
Interests: Music, Creative Writing, and hanging out with friends
Favorite Color: Dark Green
Favorite Book: Fight Club, Invisible Monster, and the Harry Potter series
Favorite Quote: "Fucking bow down."
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Favorite Color: Dark Green
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Piercings: Ears (one is at 1" gauge.)
Tattoos: left arm (full-sleeve), neck piece, chest piece, knuckles.
Shops At: Guitar Center, Zumiez, FYE

Operating System: Mac OS X
Computer Brand: Mac Pro
Browser: Safari
Connection: Cable

A Typical Day

Nick gets up at around 10 a.m., and starts getting ready to go to school at ACC. He only has a couple classes this semester, but they are all Music and Audio Production classes, which makes this semester a lot easier to handle. However, after his class, which gets out at 2:30, he goes to meet up with his band, *Skyline Zar*, at the practice shed to practice for a few then head to Red Eyed Fly for a show at 9 p.m., a Thursday night show. All they need to do to get a Friday or Saturday show is to bring 30 people tonight. So, Nick updates his Facebook statuses on his phone and texts everyone in his phone book that the doors open at 8. Of course, an annoying teeny-bopper, Holly and her friend Gabby-or whatever, text him back "OH EM GEE, CAN'T WAIT<3!!!!" He totally hates it when people can't spell correctly, via text message. Anyways, they head up to Red Eyed Fly and unload their equipment, however, Nick doesn't do much work, because he is the vocalist and is talking to all the little scene girls that showed up early to chat with him. His bandmates always complain about it, but it's his duty to keep the girls busy, because they are the biggest fans. Once everything is set up, and everyone is there, they play their epic, hardcore set. Even through all the flashing lights (from Holly's camera), not one mistake made. Afterwards, Nick goes out for a smoke, American Spirits are his thing. He cons someone to getting him a Monster from around the corner store, and then his band ends up leaving early. However, Nick likes to just roam around downtown and go back to different venues after awhile. But once downtown starts shutting down at around 1-2 a.m., he walks back to this little, run down apartment to pass out for the night.

Most Visited Sites: Facebook, MySpace, YouTube, Twitter, and Google.

He doesn't like it when YouTube loads slowly, it doesn't even have to do with his connection, just that damn site.

He likes the fact that he can find information quickly on the internet, it makes his life easier.

When he visits Red Eyed Fly's website, he is looking almost everyday for who's playing that night, and what time the show is, so he can make a stop there. Usually via mobile phone.

"I like uploading my music on MySpace."

"I hate having to dig around a site for information, it's frustrating!"