PERSONAS

Personas are descriptions of typical representatives of a target group or a specific target segment. Based on market research, they are not intangible statistical averages but fictional individuals who are described according to their desires, goals and expectations. Personas help us to imagine how a certain person would behave and react in a specific situation, e.g. when using a website.

NAME OF TARGET GROUP SEGMENT
-OR-
JOHN DOE

1	PERSONAL PROFILE	→	Information on age, occupation, family, residence, daily routines, etc.
2	HOUSEHOLD INCOME	→	The available monthly household income.
3	VALUES/OBJECTIVES	→	The persona's lifestyle values. The persona's likes and dislikes.
4	GOALS	→	Personal desires and life goals.
5	DEMANDS ON THE PRODUCT OR SERVICE	→	What are the persona's expectations of the product?
6	POTENTIAL PAIN POINTS	→	What will annoy or frustrate the persona when using the product?
7	RELEVANT BRAND TOUCHPOINTS	→	In which context would this persona encounter the brand?
8	MEDIA USE	→	Frequency and type of digital media used.
	PERSONAL MOTTO	→	

CHARACTERISTICS

Personal data (name, photograph...)

Socio-demographic data (age, gender, occupation, marital status...)

Psychographic data (desires, values, lifestyle, hobbies...)

Technographic data (devices owned, user bahavior...)

Geographical data (town, country, culture...)

WHY WE WORK WITH PERSONAS

- They enable effective communication about the target group withing the design team and with the client. They put you in the user's position and help you see things from this perspective and throughout the design process.

- In the discover phase and afterwards, they allow you to identify requirements from a user perspective, to prioritize these and assess the need for specific features.

- They make the work quantifiable and can be used to evaluate new marketing or promotional projects.

- They help us to define test cases and userr scenarios, and provide profiles for the recruitment of test subject.