

Creating a Persona



Name

Demographics

- ▶ Age
- ▶ Income
- ▶ Where they live
- ▶ Level of education

Lifestyle

- ▶ Working, student, retiree
- ▶ Recreation
- ▶ Media preferences
- ▶ Communication preferences

Emotions

- ▶ What motivates them?
- ▶ What do they hope to accomplish?
- ▶ What do they hope to find when they visit your website?
- ▶ What is the emotional connection to your program?

Add a quote

- ▶ What sums up his/her point of view?

