



Eileen Allen & Corey Brinkmann

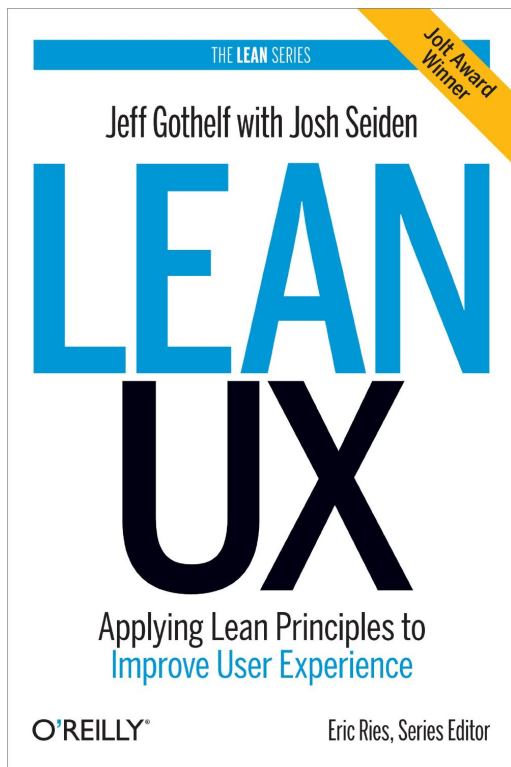


Personas

Building Consensus Around Your Users



What Is A Persona?



Jeff Gothelf, author of Lean UX

Values of Persona

- Help us make decisions
- Remind us of the real people who will use product, site, etc.

Applications of Personas

- Test Product
- Website
- Mobile app
- Content Strategy
- Business Plans / Viability
- Branding
 - Identity
 - Messaging
 - Voice
- Marketing Strategy



Sample Persona



Business Example



Neighborhood Bottle Shop

A soon to be craft beer shop in Cary, NC

Bottle Shop Business Goals

- Create a friendly environment to suit the area
- Sell craft beer for carry out and on tap at the tasting bar
- Have real-time tap menu on website
- Sell local and rare beer nationwide
- Sell merchandise on website and in-store
- Host frequent beer events in-store



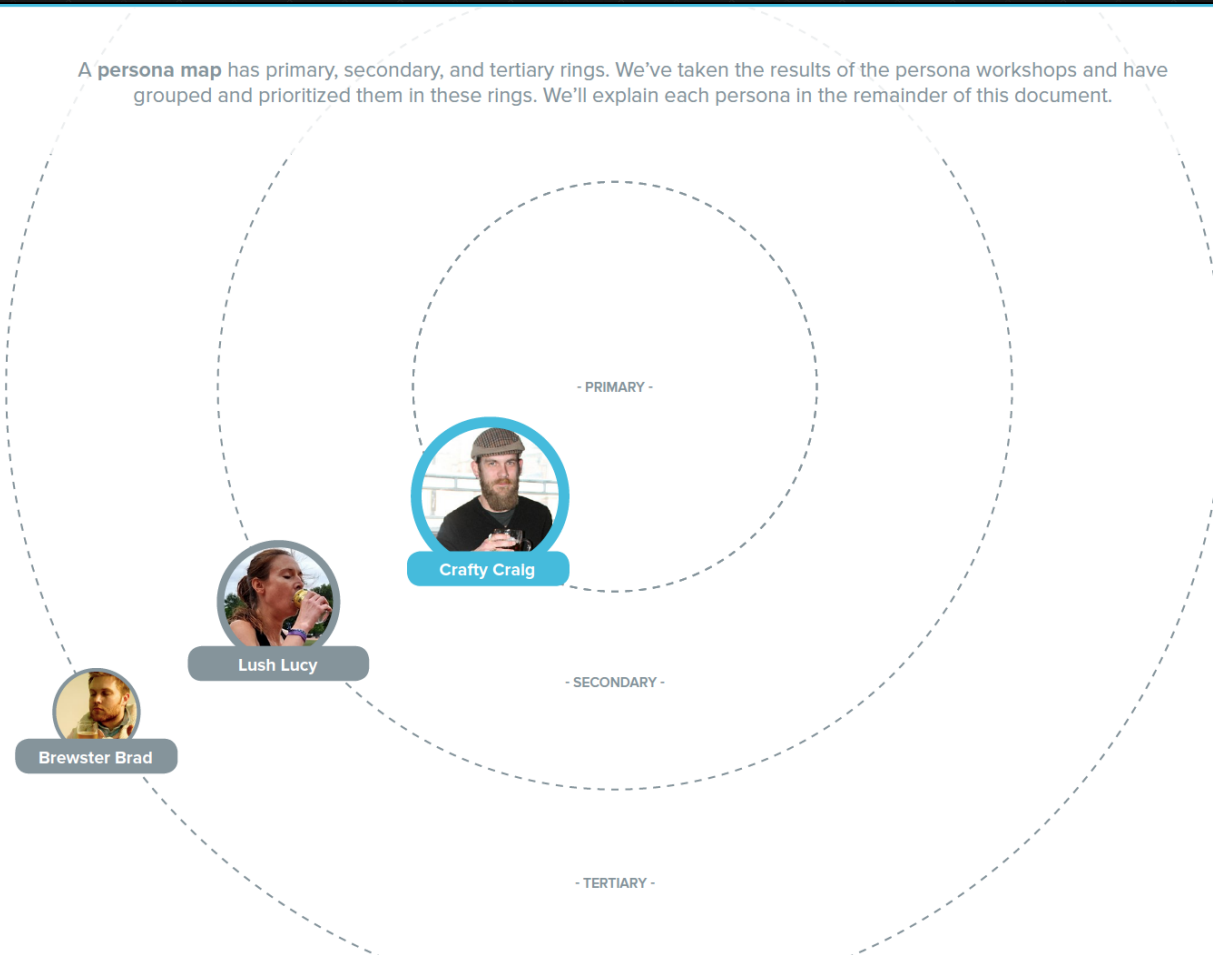
Group Session



Personas

Persona Map Results

A **persona map** has primary, secondary, and tertiary rings. We've taken the results of the persona workshops and have grouped and prioritized them in these rings. We'll explain each persona in the remainder of this document.



How to Read a Persona

Photo & Name

Each persona has a photo and name which reflects a key attribute such as the persona's primary role or motivation.

Emotions, Behaviors, and Stereotypes

The "baggage" that each persona brings to any interaction with your website. These elements are often subconscious. Think of these as the lenses through which your industry, organization, or products may be viewed by this persona.

Persona Quotes

How an individual persona might express their major concern or focus in their own words.

Wants, Needs, and Pain Points

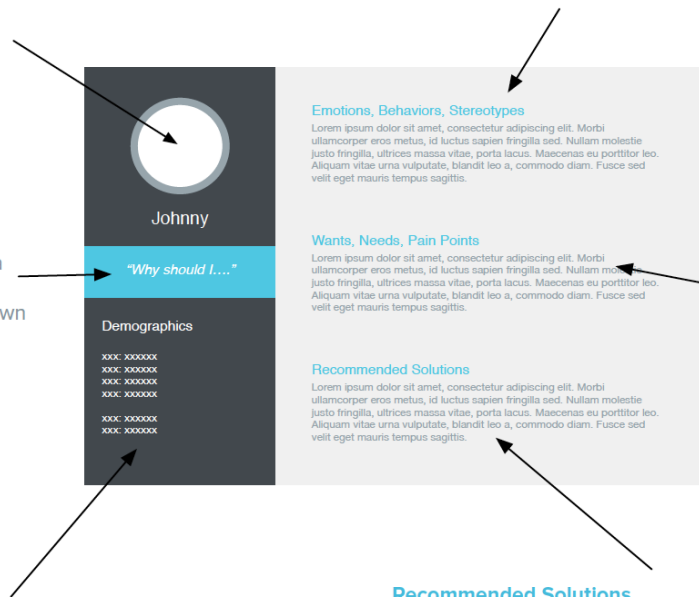
The concerns at the forefront of the personas' mind with regards to your industry or domain.

Demographics

Information that helps the reader start to form an understanding of the persona.

Recommended Solutions

How your website or application can best address the Wants, Needs, and Pain Points of the persona while acknowledging and respecting their Emotions, Behaviors, and Stereotypes





Crafty Craig

"Craft beer and I are besties."

Demographics

AGE: 28

LOCATION: Raleigh, NC

MARRIAGE STATUS: Single

EDUCATION: College

OCCUPATION: Customer Service Rep

COMPANY: Tech Company

INCOME: \$45,000 / year

Photo: dailymail.co.uk

Emotions, Behaviors, and Stereotypes

- Became interested in craft beer through friends
- Likes trying new things
- Passionate about well-made local beer
- Turned off by large corporations who claim "Bud Lite" is craft beer
- Likes to be in the know about new beers coming out
- His friends now look to him as the expert in craft beer

Wants, Needs, and Pain Points

- Wants to know the latest in beer rotation
- Wants exclusive information on tastings / events / etc.
- Wants to find hard to come by craft beer
- Wants to see more info on different breweries
- What's on tap
- Social sharing; connecting through instagram & untappd
- Ability to save & access favorite beers

Recommended Solutions

- Highlight latest releases
- Email sign up for latest info
- Membership set up for exclusive or VIP info
- Instagram account that posts draft board each day
- Map (interactive) of top craft beers / breweries & info on those carried in store
- Untappd account linked to store for most tapped beers
- Request area to submit for new beers
- Setup profile to remember accounts



Lush Lucy

"I run so I can drink beer."

Demographics

AGE: 38

LOCATION: Cary, NC

MARRIAGE STATUS: Married

EDUCATION: MFA

OCCUPATION: Art Director

COMPANY: Red Hat

INCOME: \$80,000 / year

Photo: Post and Courier

Emotions, Behaviors, and Stereotypes

- Her husband is an avid beer drinker
- Doesn't have a lot of experience with beer, but wants to learn more
- Knows what types of beer that she likes
- Willingness to try new things and step out of her comfort zone
- Looking for a place in the neighborhood to call her neighborhood bar
- Is really into running and wants to find more people to run with

Wants, Needs, and Pain Points

- Wants an easy way to locate beer based on type
- Wants to know what beers pair well with certain dishes
- Wants to gain more knowledge of the different beers available
- Wants to build her taste in beer
- Wants to find out information about any

Recommended Solutions

- Provide a pairing list with each beer listed on the site (goes well with chocolate)
- Include descriptions and photos of each beer
- Match beers that are similar with one another
- Have ability to navigate site based on beer type
- Have a section for starter beers, these are set for those who don't love beer
- Run club set up for set night each week, with discounts for runners



Brewster Brad

*"If it's not on Beer Advocate
I don't want to know about it."*

Demographics

AGE: 33

LOCATION: Cary, NC (relocated from
Portland)

MARRIAGE STATUS: Single

EDUCATION: High School

OCCUPATION: App developer by day,
amateur beer brewer by night

COMPANY: Freelance

INCOME: \$75,000 / year

Photo: Flickr by Shawn

Emotions, Behaviors, and Stereotypes

- Considers himself a beer connoisseur
- Willing to debate on anything regarding beer
- He likes to be known as the expert
- Knows all of the local breweries and has strong opinions about them
- Only drinks the highest rated on Beer Advocate

Wants, Needs, and Pain Points

- Wants to see what rare beers are available
- Wants access to exclusive events
- Wants first rights to hard to come by beers
- Wants information for home brewers

Recommended Solutions

- Provide social pushes for new and rare beers available in store
- Members on sign up, that includes private events for members only
- Provide Beer Advocate ratings for each of the beers
- Access to recipes / forum for home brewing





Sluggy the mascot



On Tap

Heady Topper	6.00% ABV
The Archivist - American Double / Imperial IPA	
Kentucky Breakfast Stout	11.20% ABV
Founders Brewing Company - American Double / Imperial Stout	
Zombie Dust	6.20% ABV
Three Floyds Brewing Co. & Market - American Pale Ale	
Heady Topper	6.00% ABV
The Archivist - American Double / Imperial IPA	
Kentucky Breakfast Stout	11.20% ABV
Founders Brewing Company - American Double / Imperial Stout	
Zombie Dust	6.20% ABV
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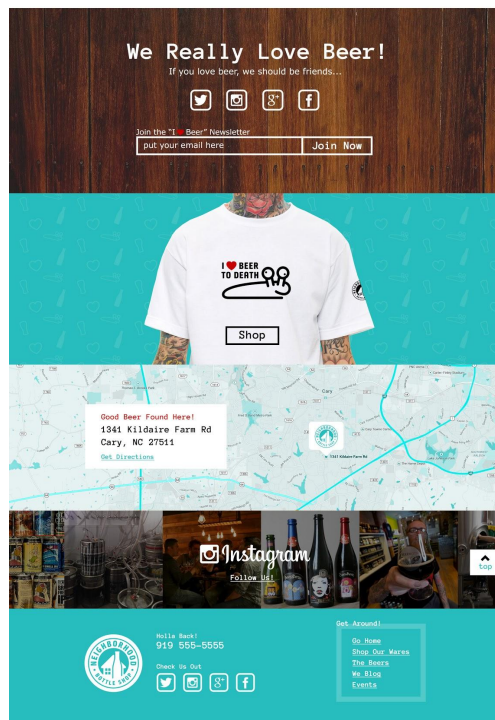
Updated in Real-time!

Events

24	IPA Tap Takeover!
<small>Join us and we'll have you ready!</small>	
25	Founders Stout Party!
<small>Join us for a night of stout!</small>	
14	The Shipping of Berlin
<small>Join us for a night of beer!</small>	

Store Hours

Mon-Thur	12am - 9pm
Fri-Sat	11am - 10pm
Sunday	12am - 5pm



On Tap

Heady Topper 8.00% ABV

The Alchemist :: American Double / Imperial IPA



Kentucky Breakfast Stout 11.20% ABV

Founders Brewing Company :: American Double / Imperial Stout

Zombie Dust 6.20% ABV

Three Floyds Brewing Co. & Brewpub :: American Pale Ale

Heady Topper 8.00% ABV

The Alchemist :: American Double / Imperial IPA

Kentucky Breakfast Stout 11.20% ABV

Founders Brewing Company :: American Double / Imperial Stout



Zombie Dust 6.20% ABV

Three Floyds Brewing Co. & Brewpub :: American Pale Ale

Kentucky Breakfast Stout 11.20% ABV

Founders Brewing Company :: American Double / Imperial Stout

Heady Topper 8.00% ABV

The Alchemist :: American Double / Imperial IPA

Updated in Real-time!

Events

Jan
21

IPA Tap Takeover!

Come get some in your mouth!

Jan
29

Founders Stout Party!

Super alright, magic time.

Feb
14

The Tapping of Spring

Come get some in your mouth!

Store Hours

Mon-Thur 12am - 9pm

Fri-Sat 11am - 10pm

Sunday 12am - 6pm

We Really Love Beer!

Heady Topper

8.00% ABV

The Alchemist :: American Double / Imperial IPA

Sunday 12am - 6pm

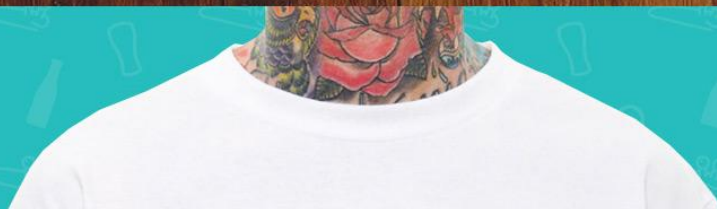
Updated in Real-time! 

We Really Love Beer!

If you love beer, we should be friends...



Join the "I ♥ Beer" Newsletter





Shop



Men's t-shirt

Blue/Teal

\$24

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tempus ut purus ut convallis. Pellentesque faucibus leo at odio ultricies laoreet. Sed bibendum suscipit elit vitae accumsan. Donec efficitur lorem lorem, at rhoncus nisi tincidunt ut. Nunc ac efficitur ex. Proin dictum ac arcu eget auctor. Sed eu ipsum sed erat dictum varius. Quisque varius, leo vel semper feugiat, risus mi accumsan arcu, sed imperdiet tortor massa non risus.

Select Size



Add to Cart





Questions?



Announcements

 C R O P

A close-up photograph of a baby with light brown hair and blue eyes, looking directly at the camera with a grumpy or determined expression. The baby is wearing a green and white long-sleeved shirt and is holding a small amount of sand in their right hand. The background is a blurred beach scene with sand and the ocean under a cloudy sky.

Personas FTW!