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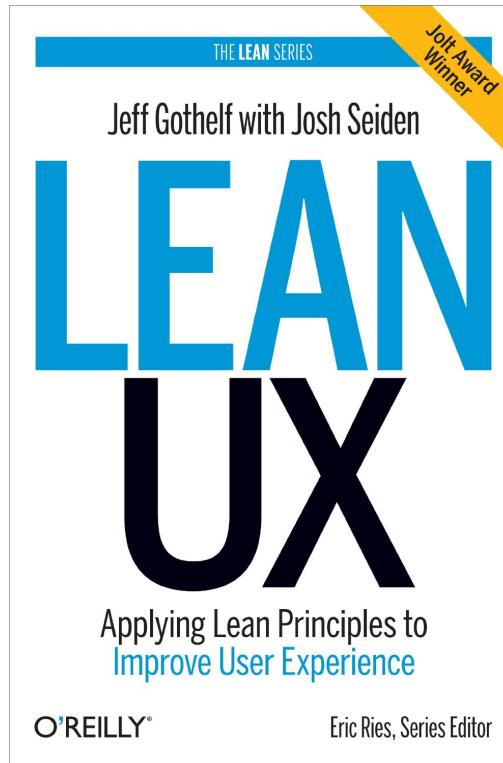
Eileen Allen & Corey Brinkmann



# 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

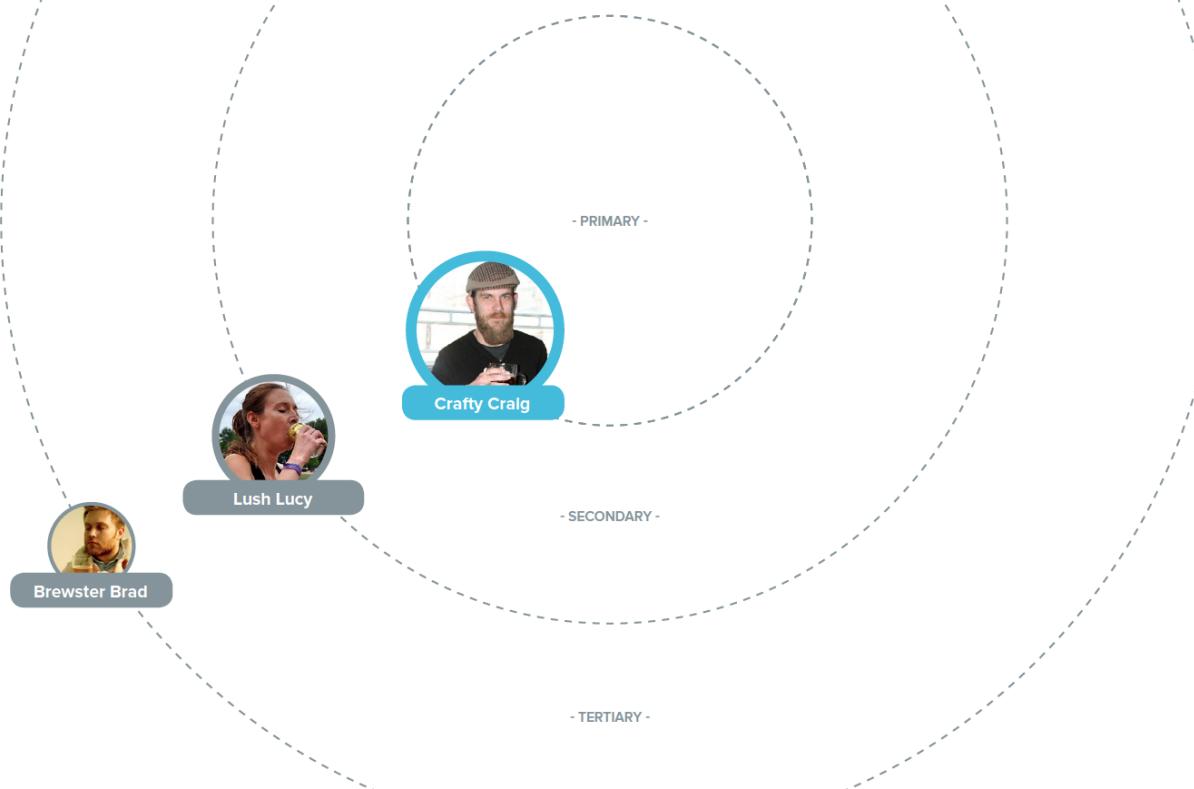
- Create a friendly environment to suit the area
- Sell craft beer for carry out and on tap at the tasting bar
- Have real-time tap menu on website
- Sell local and rare beer nationwide
- Sell merchandise on website and in-store
- Host frequent beer events in-store

# 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

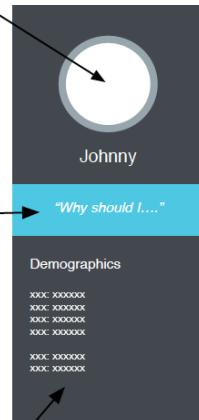
Each persona has a photo and name which reflects a key attribute such as the persona's primary role or motivation.

## Persona Quotes

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

## Demographics

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



## 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.

### Emotions, Behaviors, Stereotypes

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ullamcorper eros metus, id luctus sapien fringilla sed. Nullam molestie justo fringilla, ultrices massa vitae, porta lacus. Maecenas eu porttitor leo. Aliquam vitae urna vulputate, blandit leo a, commodo diam. Fusce sed velit eget mauris tempus sagittis.*

### Wants, Needs, Pain Points

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### Recommended Solutions

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ullamcorper eros metus, id luctus sapien fringilla sed. Nullam molestie justo fringilla, ultrices massa vitae, porta lacus. Maecenas eu porttitor leo. Aliquam vitae urna vulputate, blandit leo a, commodo diam. Fusce sed velit eget mauris tempus sagittis.*

## Wants, Needs, and Pain Points

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

## 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

### 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

### 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

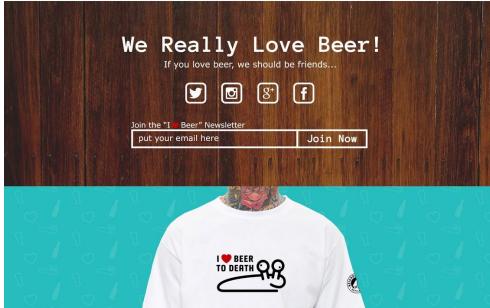
## Recommended Solutions

- 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** ..... 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

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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

Updated in Real-time! 

Sunday ..... 12am - 6pm

# We Really Love Beer!

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



Join the "I ❤ Beer" Newsletter

put your email here

Join Now





Shop



## Men's t-shirt

Blue/Teal

\$24

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Select Size

Add to Cart



Questions?

# Announcements

✓ C R O P



Personas FTW!