

Persona Research

Personas are profiles developed to represent both the needs and personal characteristics of Website visitors. Each persona describes the behaviors, goals, skills and attitudes of a real user group. Personas go beyond simple segmentation by providing a character whose needs and habits are easy to visualize and comprehend.

Benefits

- **Define** key user types and create a unified persona for that segment
- **Understand** the variety of user profiles, including differences in experience, expectations, and motivations
- **Provide** designers, marketers, sales reps, etc. with a clear persona to understand customer segments
- **Determine** how best to design a site to meet the needs of complex user types

PERSONA DETAILS

#1: Sophisticated Decision-Maker



"As soon as I got something online, I would want there to be someone behind it... I'd want to be able to call them."

Mark (age 40)

- Family man, provider, and key decision-maker
- High value (great credit / high income)
- Strong relationships with personal advisors / banks
- Very financially and Internet savvy – does most banking, investing and bill-paying online
- Conducts thorough research online and offline
- Values personal relationships but is interested in the online process

Methodology

Persona Research uses traditional In-Depth Interviews to understand how users think about a specific subject matter, Website, product or concept. This research consists of 30 to 60 minute interviews, in which users are asked to discuss their needs, desires and behaviors with regard to a specific task, topic, or experience. This helps us better understand and segment the characteristics of a target group.

eVOC conducts interviews for Persona Research using state-of-the art facilities across the United States and abroad that are equipped with two-way viewing capabilities. Participants are recruited to match the desired demographics of your target population. Additionally, quantitative surveys can be used to supplement this research to quantify how each persona is represented across the population.

Questions

- How do users typically complete a specific task if on their own?
- What do they like and dislike about that experience?
- How do they approach the task, both tactically and emotionally?
- What role do demographics play in determining how users approach a task?
- What would be the ideal experience for each user?

Insights

Personas are ideal when clients need to clearly communicate unique differences between target user segments, that go beyond demographics and statistics. Personas provide a humanized representation of each user segment that gives a personality to your customers that is often varied and complex.

Personas help Web designers, marketing teams, and sales teams develop the most appropriate strategy for effectively communicating with and meeting the needs of target users.

Persona Research is best when conducted during a Website development process, product rollout, or new marketing campaign in order to provide guidance into how to develop the best targeted messaging for your customers.