

Module 2: Persona Walkthrough

[00:00:12] **Speaker 1** So now we're going to talk a little bit about what creating that user persona looks like, there's a lot of different websites out there that you can use to actually create your persona. I prefer the ones that are a lot more editable on site, so I don't have to print out something and write on it. This Web site right here is a really great one to do, and I'll make sure to link this in the module as well.

[00:00:35] So here's a personal example. I filled out half of it just to save some time. But here's kind of what these persona templates can look like. So, for example, let's say that we're all based in Columbus, Ohio, and we're looking to build a parenting newsletter and we want to create personas that highlight the different types of customers that we may have or this product. Here's an example of one that I started to create, let's say, right here. This is Tracy Smith. I have a little bit of bio down here, if you read it and it basically says that Tracy recently relocated to the Columbus area for work and she just finished enrolling her young children into school. She wants to learn more about the city, stay informed on local news and places to take her children. Her husband, Bobby, also works full time and both have limited time to consume news each day. This bio really gives you a little bit more information about who Tracy is and really just helps you to understand her user journey. If you look here, like I said, the bio should really be a shorter paragraph and really just describe that user journey, including some of the history, which is why I added that bit about relocating, because that probably is a lot of an audience, people who may be new to an area, and then listing this information is helpful and you can include things here that may be left out elsewhere. It's also important to highlight, you know, users personal and professional lives you could add and things like where they work or how they got to get here and things like that. One of the great things about online, it's like this, is that you can kind of modify the templates, remove modules that don't work for your brand or your company or add new ones.

[00:02:14] So going back to Tracy, like I said, finding a photo to put a face for name is really important. I just want one of those free stock photo websites and downloaded this photo. So let's fall off the age right here. Let's say that Tracy's young mother so let's say she's 34 years old and let's say that she works in finance. We already noticed in here that is she's is married and she does have children. So you can just put married. We can put three kids right here and then, of course, we already focused on that location, which is Columbus, Ohio. So this is kind of that demographic information that I mentioned on the last video to make sure that we're included.

[00:03:01] There's also this personality trait that you can kind of use because, you know, it's possible that the people who you're targeting may have different personalities. So if they're more of an introvert, you can put it this way. If they're more of an extrovert, if they, you know, prefer they're more of a thinker, more than a feeler kind of these things you can feel free to add and tweak. It's possible that when you're working on new products, something like a personality may not be as helpful to your persona. So that's why I said, again, you can feel free to add and delete boxes for personas that don't work for you. So I want to go back a little bit to kind of some of the most important things, which are the goals and frustrations of the person. So it's important to have these here because like I said before, these goals and frustrations should really match what you're trying to do and really show how these help your product.

[00:03:54] So, for example, Tracy's goals are to stay informed about education news in the Columbus area. She wants to know about educational experiences in the area to take her

children, including things like museums. These schools are important for you because when you're working on your product, a creating that newsletter, these are things to think about. Do my newsletter, does my newsletter incorporate these things that we chatted about when we're talking about the persona? Do these needs help Tracy? Including these really helps to create your overall product and really understand what that persona looks like. Another really important thing to think about are those frustrations. This is one of the most important things to think about, because during that process, the product discovery, we're also thinking about what are some of the roadblocks or what are some of the challenges that these people face. And it's really important to figure out how your organization or how your product can help to unblock those challenges. So, for example, Tracy's frustrations that she's a working mother with three children and she has limited time to catch up on the news each day. That's why this newsletter format is important, because you can think of it, all right, I know that the people who are reading my newsletter are very pressed on time. So maybe it doesn't make sense to make a super, super long newsletter. Maybe we're looking for something on the shorter to the medium. And just because we know that information. Another frustration that Tracey has is that a lot of the education and caregiving news that she looks at online is very niche and not geared for parents. So that's another thing to think about. What barriers are created in this field? How can you write about parenting and education and caregiving in a way that's accessible for all? Those are great feedback's. Think about when you're creating your newsletter. Lastly, Tracey, always on the go, her and her husband. So she prefers to look at news that looks good on mobile. So this is another great feedback to think about when you're creating your product, because you know that a lot of the people that are consuming your newsletter may be reading it on their phone before bed or reading it while they're grabbing some coffee in the morning. So it's important that it looks good on mobile.

[00:06:05] By having this all planted out and really thinking about it this way, it really helps you to really understand more about what those user needs look like. So this kind of helps you think, all right, when I'm planning my product, when I'm planning updates, when I'm tweaking it, I know that people who are consuming my newsletter have these goals and have these frustrations that these are really important to think about, why you're creating a product. Other things you can think about. Are there motivations? What are what are they driven by? This may be helpful for a product depending on what you're working on. Maybe you really want to focus on people who have really high incentives or they really care about growth. So these are important levers you can also kind of edit and tweak on a persona.

[00:06:51] Another really important section is this brands and influencer section. I talked a little bit about this in the last video about how brands and influencers are important when you're creating personas, because a lot of times those same marketing tactics and those same user outreach tactics are things that you can employ in your own brand. So, for example, Tracy loves the USA Today parenting section. She reads it all the time because she finds the stories to be interesting and really helpful to her parenting journey. So maybe this feedback means that you look at, you know, some competitor analysis at USA Today, sorry, not USA Today, The Today Show and you're starting to look and see understanding, you know, what what are the things that they do well that I want to implement in my newsletter? What are the topics and things that they cover that could really be helpful for my newsletter as well? Another big story for her is Instagram. She loves parenting Instagram. She always looks on Instagram and sees parent influencers talking about education and caregiving, she really loves that. So maybe this means that your organization also has some sort of Instagram component of the newsletter. Maybe that's implied as well. So really, just understanding the way that your personas consume

information and the people that they read about is really important when you're on this user's journey.

[00:08:10] Then preferred channels. I talked about this a little bit as well. The preferred channels area is important because it helps you understand the different ways that people consume content. So maybe, you know, she doesn't use a ton of traditional ads because she's on the go, but she over indexes on online and social media because she's always getting her news online. Referrals are also really important to her because in the parenting world, whatever tips from other parents can really impact the way that people make their decisions. So maybe she's very high on the referral because she really values the feedback from other parents. So maybe that means that you work on some sort of influencer program for your newsletter. Maybe you're getting readers to kind of chime in on their newsletter and you're having an area on the newsletter where parent share tips. These are things to think about based on that feedback and maybe she really doesn't like those guerrilla efforts or the PR efforts and this is kind of just helpful to think about. So the reason why this preferred channels area is really important is because when you start to market your newsletter, it helps you think, though, the traditional print ad makes sense to talk about my newsletter, probably not, but as an Instagram ad makes sense to kind of swipe up to get newsletter subscribers? Maybe it does, or maybe you have some sort of referral program for for working parents and working guardians to kind of give them information on how to sign up for the newsletter. So these personas are really just step one of really understanding what that product discovery process looks like.

[00:09:42] Throughout your readings over the next few days, you'll read a ton about more about how to really create these personas and you can play around and create your own personas as well.