

# Personas

## A Sure Cure for the Ailing MRD

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# Pragmatic Marketing™

		Business Case	Product Definition	Advertising
Distinctive Competence	Market Sizing	Buy, Build or Partner	Positioning	Press
Market Research	Sales Analysis	Pricing	Sales Process	Speaking Engagements
Prospect Problems	Product Profitability	Thought Leaders	Roll-out Process	Lead Generation

Strategic

<b>Market Analysis</b>	<b>Quantitative Analysis</b>	<b>Strategic Planning</b>	<b>Product Planning</b>	<b>Promotional Communications</b>	<b>Sales Tools</b>	<b>Channel Support</b>
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Tactical

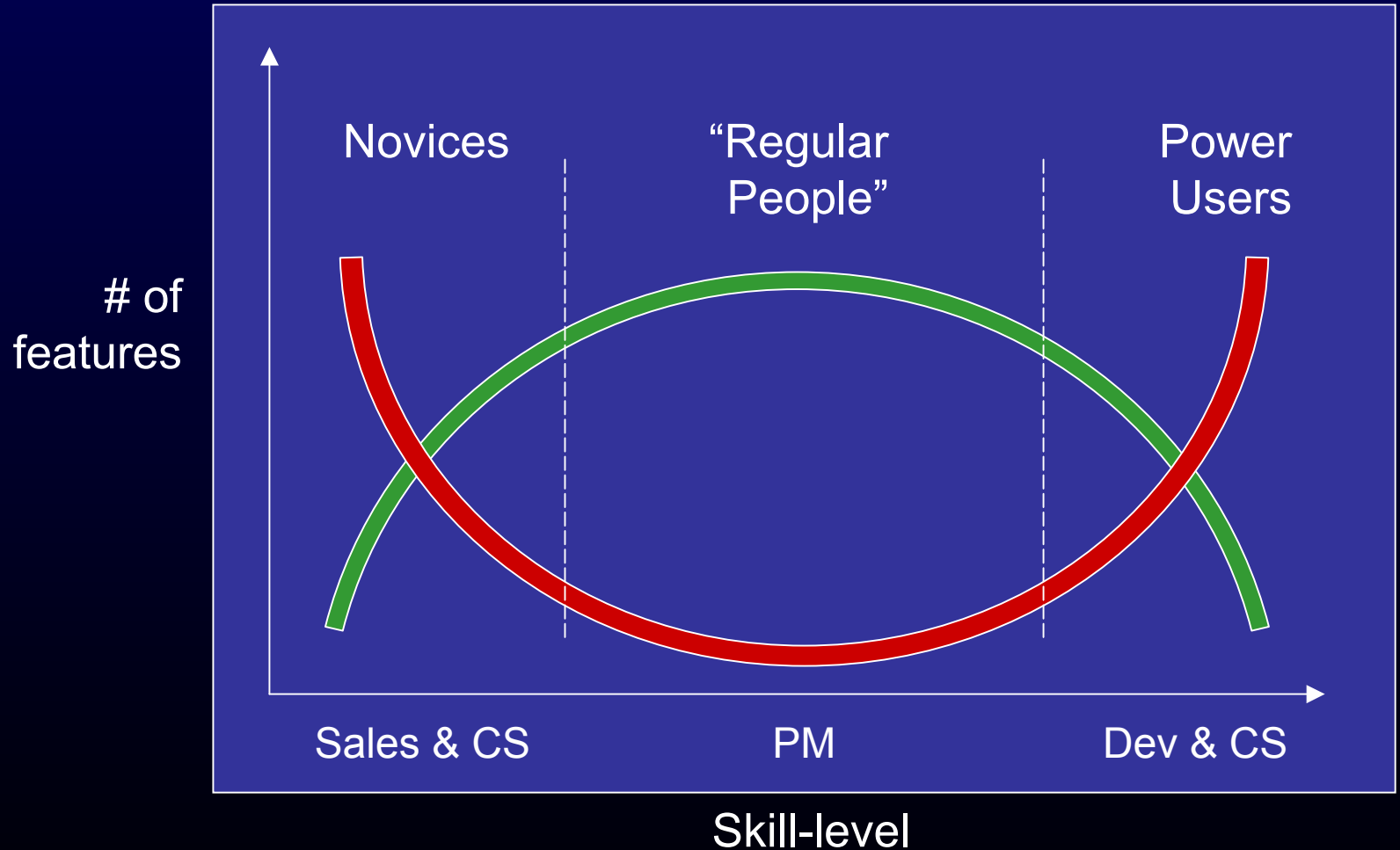
Technology Assessment	Win/Loss Analysis	Innovation	Product Contract	Presentation	White Papers	"Special" Calls
Competitive Review			Requirements	Demonstration	Cost Justification	Seminars & Tradeshows
			Release Milestones	Printed Collateral	News Flash	Corporate Visit
				Electronic Collateral	Competitive Write-up	Phone Support

# Do you struggle to create products?

- Developers complain that requirements are not specific enough
- You believe you have asked for “apples” but development builds “oranges”
- Customers complain about lack of usability
- An overall feeling of being “out of control”



# Representing different types of users



# Persona

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An ideal user that represents a programming target

# Defining the problem

- Persona (“Who”)
- Requirement (“What”)
- Use-Case (“Why”)
- Specification (“How”)

# Create Products for the Persona

- Create ideal, stereotypical users
  - Name, gender, age
  - Education level, computer literacy
  - Background
  - Current job situation
- Program only to these specific users
  - Not “someone might want to do this.”
- Who do you want to DELIGHT?

# Example: CD recorder software

- Persona: “Michelle”
  - High-school senior
  - Competent (not a computer novice)
  - Uses AOL via dial-up for Internet access
  - Checks email daily & spends hours chatting with friends
  - Uses Word weekly for school projects
  - Dad recently bought her a CDR drive
  - She has hundreds of CDs and MP3 files



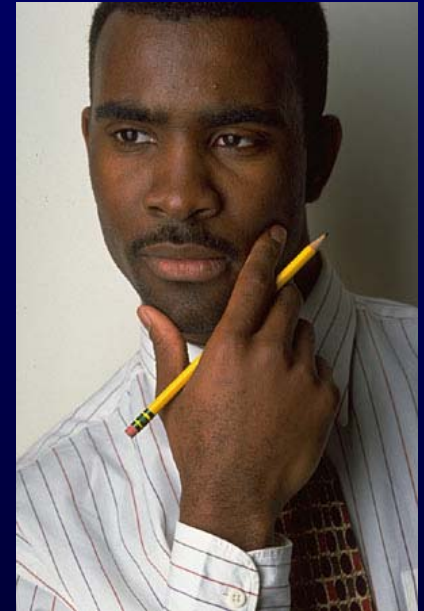


# Example: Presentation Software

- Persona: “Liz Jackson”
  - Age 36
  - Has a Master’s degree
  - Conducts a hands-on workshop every week
  - Uses reasonably current equipment
  - Technically adept but not a power user
  - Would like to focus on the students, not the technology



# Example: Capacity Planning Software



- **Persona: “Tim Grummitt”**
  - Age: 38
  - Employer: major insurance company in the US
  - Education: major in mathematics, minor in computer science
  - Experience: 15 years total work experience with computers. Used IBM mainframes, UNIX servers, programmed in Fortran and Cobol; very knowledgeable with products from SAS Institute.
  - Job description: Tim is responsible for estimating (modeling) capacity constraints on all IBM mainframe and Sun Solaris machines.

# Persona Document Template

- Name and title
  - Naming is critical to the process
- Demographics
  - Age, educational background, general computer literacy level
- Background
  - How did they arrive at this job?
- Situation
  - What is a day like for this person? What are their problems? Their goals?
- Maximum length: 2 pages

# Market Requirements Document Structure

- I. Theme for the release
- II. Persona(s)
- III. Requirements
  - a) Functional Requirements and Use Cases
  - b) Performance Requirements and Use Cases
  - c) Constraint Requirements and Use Cases
  - d) Interface Requirements and Use Cases

# Exercise

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For your product:

Identify personas for the primary users

# Resources

- [www.PragmaticMarketing.com](http://www.PragmaticMarketing.com)
- [www.ProductMarketing.com](http://www.ProductMarketing.com)
- Books
  - *The Inmates Are Running the Asylum* – Alan Cooper
  - *Contextual Design* – Karen Holtzblatt
- Article – “Writing the Market Requirements Document”

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