

CREATING AND USING USER PERSONAS

Jeff Rabkin, Wowza, Inc.

DEMOGRAPHICS



CONCRETE:

- Age
- Gender
- Family size
- Education

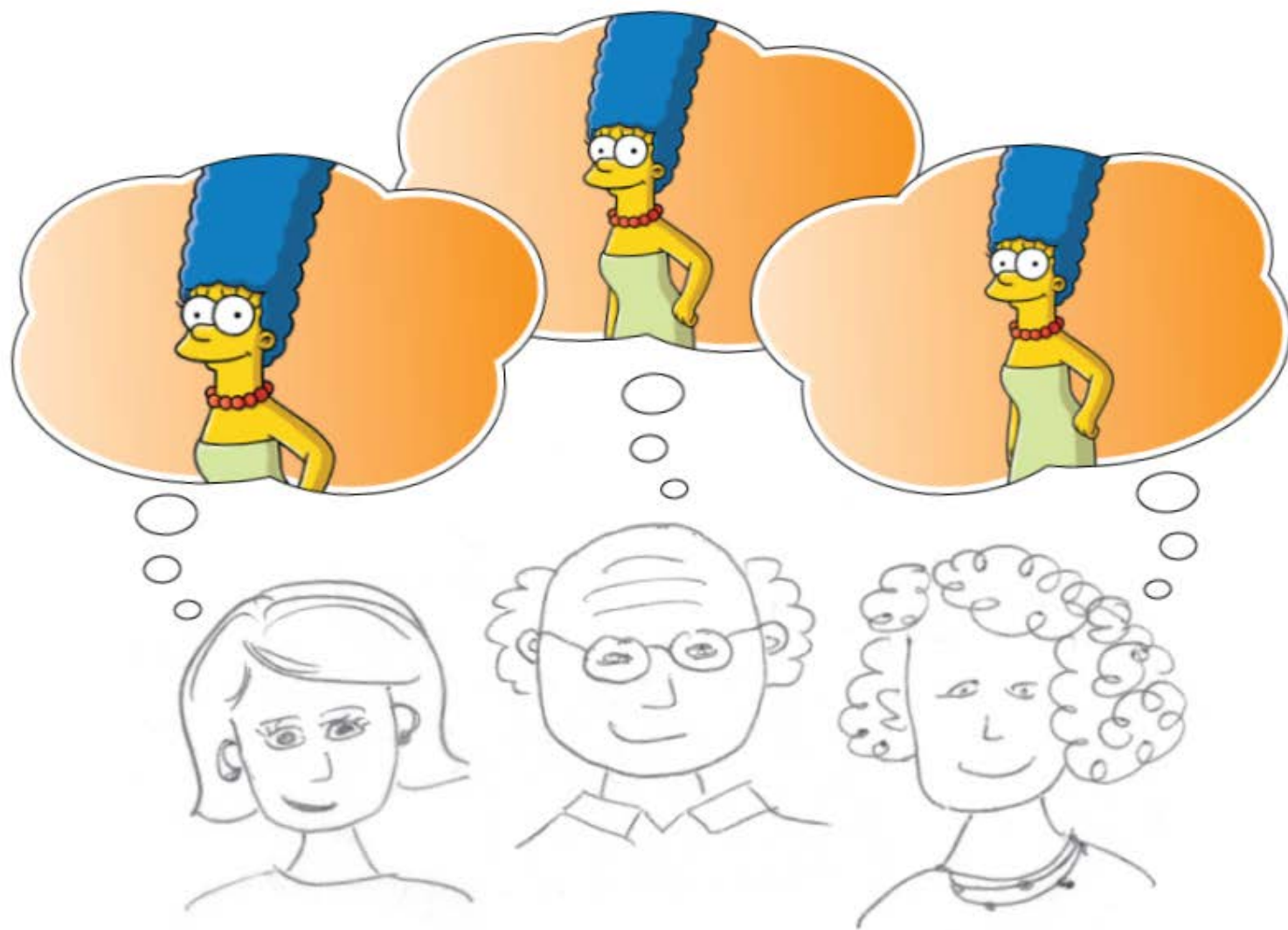
PSYCHOGRAPHICS



Squishy:

- Attitudes
- Behaviors
- Values





LaTOYA

Does what she needs to do.

***"Don't talk down to me. I get it.
Make it real. Keep it real."***

LaToya is a good neighbor and a loyal friend. When her mother was diagnosed with congestive heart failure, LaToya turned her basement rec room into a place her mother could live while getting the immediate care and attention she needs.

LaToya works as a distribution manager for Kroger, a good job that she earned by working her way up the ladder over the past 12 years. It pays well and she gets pretty good benefits, including health insurance. She might have risen faster in her job if she had a degree, but she had to leave college after a couple of years because her financial aid ran out.

She is very proud of her three kids — ages 14, 17 and 20 — but never boastful. Her oldest son is in the military, while her other son and daughter do well in school and have nice friends and active lives. Her husband, William, is an electrician with diabetes and high blood pressure.

Forty-four years old, LaToya is overweight and has been diagnosed with high cholesterol. She tries to walk two or three days a week around the park that's near her house, and she eats healthy food when she cooks at home, but working full time and raising three kids makes it difficult to resist the speed and convenience of fast food.

If you were to drop in on LaToya on a given evening, you might find her on the overstuffed couch in the family room watching TV, sometimes with a needlework project in hand. You might also find her on the Dell desktop computer in the rec room e-mailing pictures to her son, checking Facebook and looking at the news. She doesn't get the newspaper anymore, but she likes to read Jet, which comes to her home for her mother.

A couple of times a year, LaToya will jump into her SUV and drive to Tennessee to visit her best friend from high school. Other than that she doesn't travel much. She's not overly devout but goes to church often for the social connections. LaToya isn't the life of the party, but she is friendly and draws much of her energy from being with people.

Life hasn't been easy for LaToya, but mostly things go well for her because she's moderate in everything she does. She's detailed enough to keep track of her money, intelligent enough to make good decisions and kind enough to have loyal friends and a stable family.



PERSONAL INFORMATION

Occupation: Distribution Manager, Kroger

Location: Evendale

Age: 44

Home Life: Married to William, mother of 20 year-old son Jay, 17-year-old daughter Krystal and 14-year-old Shawn. Lives with 71-year-old mother Bernice.

MOTIVATION

Moderate

NUMERACY

Moderate

LITERACY

Moderate

LEARNING STYLE

Visual

PERSONALITY

ESF: Extrovert, Sensing, Feeling

LIFESTYLE

Inconsistent diet and exercise

SECURITY

Medium

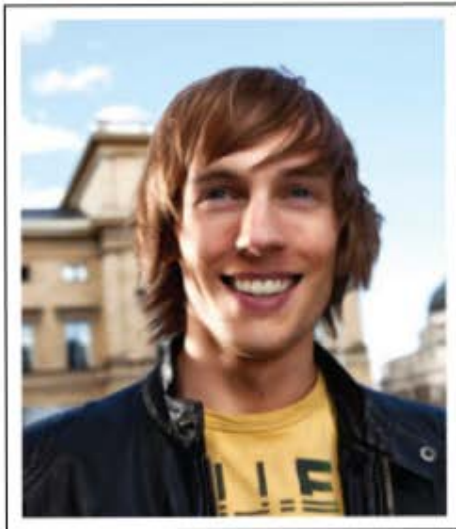
COMPUTER SAVVINESS

Moderate

YourHealthMatters

SCIENCE : IMAGINATION

Illusion Theater



MARTIN:

He owns a car (a banged-up '86 Honda Accord missing half its paint), but he only drives it in emergency situations, like when he finds a piece of furniture he likes at a garage sale.

Martin reads a lot, mostly challenging Russian literature. He has a thing for reading and then skewering local arts writers. He tends to stick his nose up at anything the Star Tribune likes.

Greater Detroit Area Health Council



GERALDINE:

When her elder daughter Cammie was looking for a house, Geraldine uncovered more information about neighborhoods, schools and mortgage rates than the realtor.



SHARON:

Before Sharon was married she worked as a nanny for a prominent Detroit heart surgeon. Sharon has been interested in medicine ever since.

Community Health Alliance of Humboldt - Del Norte



KATHY:

On a weekday morning if Kathy's Subaru Outback isn't parked outside *Has Beans* at 6:45am chances are she's driving out to a patient's house for a home visit.



SYLVIA:

She's a great cook and loves to host family celebrations, but the day-to-day cooking is hard for her, so she eats a lot of processed food and goes to Denny's frequently.

Health Improvement Collaborative of Greater Cincinnati



ELLEN:

She isn't a work maniac, but she always gets the job done. Colleagues call her driven but caring, confident but not cocky; employees often say she's the best manager they've ever had.



LaTOYA:

Life hasn't been easy for LaToya, but mostly things go well for her because she's moderate in everything she does. She's detailed enough to keep track of her money, intelligent enough to make good decisions and kind enough to have loyal friends and a stable family.



PATTI:

She is someone who stays skinny on a diet of fast food and boxed macaroni. She's been blessed with good health, which she'll tell you is because she avoids doctors.

