

Testbirds

THE NEXT GENERATION OF QUALITY

## A perszóna-alkotás csínja-bínja

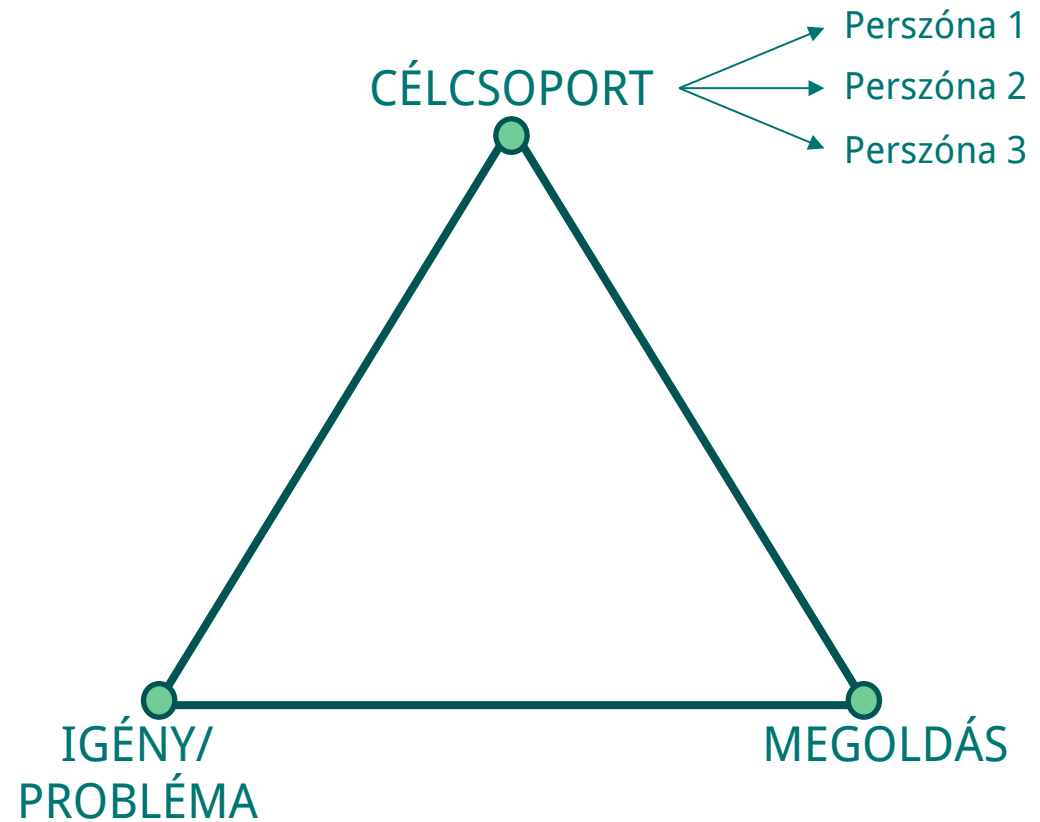


HWSW meetup  
2017. március 28.



A „HWSW free” perszónája?

# No igény, no perszóna, no termék



# „Isten táblázata”



# Hogyan készítünk perszónát?



# Perszóna ábrázolása

## TOBI DAY

PERSONA TEMPLATE

**AGE** 26

**OCCUPATION** Record Store Manager

**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Maestro

Ambitious Admired Focused

**MOTIVATIONS**

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

**GOALS**

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

**FRUSTRATIONS**

- Slow download times
- Data crashes
- Poor communication

**BIO**

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

**PERSONALITY**

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Perceiving

**TECHNOLOGY**

IT and Internet

Software

Mobile Apps

Social Networks

Audi

Coca-Cola

SONY

PreSonus

"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

PIVOTAL CF

DANIEL  
The Developer

MOTIVATIONS

- Develop applications that help people or businesses succeed.
- Make sure his apps are running & healthy

About Daniel

PERSONALITY & ATTITUDE

- Lorem ipsum dolor sit amet consectetur con adipiscing con amet.
- Hipster ipsum dolor sit coffee break smoke cigarettes

BEHAVIOR

- Lorem ipsum dolor sit amet consectetur con adipiscing con amet.
- Hipster ipsum dolor sit coffee break smoke cigarettes

FRUSTRATIONS

- Lorem ipsum dolor sit amet consectetur con adipiscing con amet.
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NEEDS

- Lorem ipsum dolor sit amet consectetur con adipiscing con amet.
- Hipster ipsum dolor sit coffee break smoke cigarettes

Niel

Co-op has been great for me, now I have different needs and wonder if they can be there as well

lifestage: 45, married with teenage children

work activity: Lawyer, sedentary daily work. Basic computer and limited mobile use

leisure activity: Theatre, golf

summary: Niel has used Co-op bank for a number of years and has also considered them for moving his mortgage to. At this stage in his life Niel has a growing number of commitments and while he has money, he wants to see it grow most effectively. Setting up new mortgages, trusts for his children and making sure all the insurance is up to date can be a challenge. Niel would like to have a bank help rather than hinder him in this.

drivers: Niel wants to see the bottom line quickly. He has worked hard for his money and now wants to control it and remain satisfied with the results

issues: Retirement is approaching quicker every year. Kids are beginning to seek financial independence

goals: Make sure of financial security. Help Kids set themselves up. Increase investment holdings

social media: n/a

online news/entertainment: telegraph online

favoured brands: bmw

preferred channel: desktop

time pressure: 4

domain knowledge: 3

tech knowledge: 2

experience: 4

seeks advice: 2

proactive: 5

simplicity / complexity: 4

Publicis Chemistry

## A „HWSW free” perszónája

- ✓ Isten táblázata
- ? Mit akarunk megtudni, azaz milyen információval tudunk kezdeni valamit?
- ? Milyen módszerrel akarjuk ezt megtudni, azaz mennyit ér nekünk ez az információ?
- ? Mikor fogjuk ezt használni még?
- ? Hogyan ábrázoljuk, azaz melyikötök legyen az arc?

# Köszönöm a figyelmet!

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