



# Haunted Mansion - Who is playing?



**JEAN MARRAPODI**

eLearning thought leader and  
pioneering problem solver





The Haunted Mansion



Rolo Rumkin



Uncle Theodore



Cousin Algernon



Ned Nub



Phineas P. Pock







A persona envisions an aggregate of who your users/customers are.

Like these ghosts, they aren't real.

*Lifetime*

Movies

# Line Sisters

Full season available to stream now.

Watch Now



K. Michelle



Married at First Sight



Leave It to Geegz



Little Women: LA



Bring It!



Little Women: Atlanta

Final	NBA	Final	Final	NCAAM	Final	Final
Score	ATL 95 BOS 105	MIN 129 IND 120	24 CONN 63 SJU 60	M MD 3 PUR		

NHL NCAAM NCAAW Soccer ...

Super Bowl LVI

Rams 12-5  16 NBC 2:47 - 3rd 1st & 10, CIN 16 • 20  Bengals 10-7



Follow live: Burrow hits Higgins for 75-yard TD (his second TD of game) to open second half

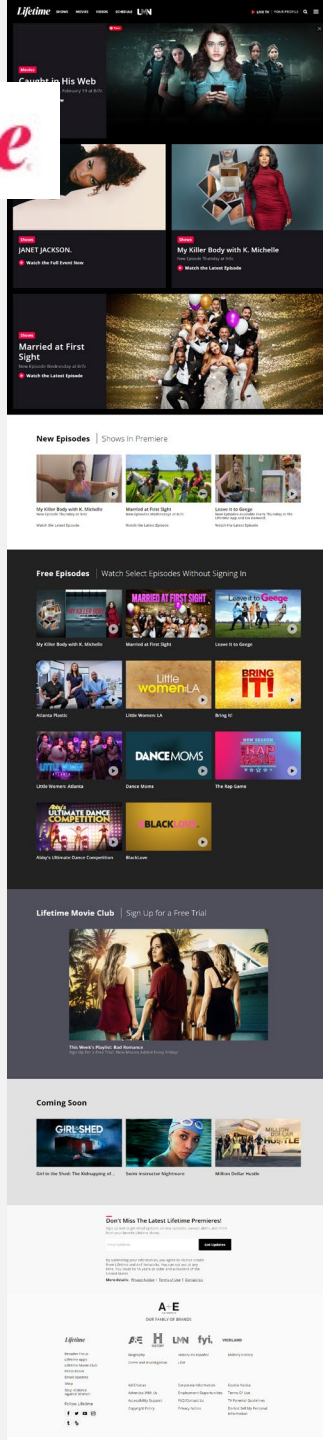
3m • Tory Barron



Rams' Beckham (knee) leaves game in 2nd





The Lifetime logo is displayed in a white box on the left side of the image. It features the word "Lifetime" in a red, serif font.The ESPN logo is displayed in a red box on the left side of the image. It features the word "ESPN" in a white, bold, sans-serif font.

What is the goal of both of these sites?  
*To promote the programming of the station.*

# What differences do you see?

Lifetime

ESPN

**Lifetime** SHOWS MOVIES VIDEOS SCHEDULE LIMN LIVE TV | YOUR PROFILE

**Movies**

**Caught in His Web**  
Premieres Saturday, February 19 at 8/7c  
[Watch A Preview](#)

**Shows**

**JANET JACKSON.**  
[Watch the Full Event Now](#)

**Shows**

**My Killer Body with K. Michelle**  
New Episode Thursday at 9/8c  
[Watch the Latest Episode](#)

**ESPN** TOP EVENTS NBA NFL NHL NCAAM NCAAW Soccer Watch Listen Fantasy

**Subscribe Now**

**What the 2022 NBA offseason looks like after the trade deadline**  
With the trade deadline in the rearview mirror, which teams are set up to have big cap space this summer? And who could they sign?  
[ESPN](#) • 10h • Bobby Marks

**Top Headlines**

- Cowboys paid \$2.4M over voyeurism allegations
- Silver: NYC tax rule for Kyrie makes no sense
- Soto: Nationals made \$350M offer before lockout
- Falcons cut pass-rusher Fowler after 2 seasons
- Vikes officially hire 'innovative' O'Connell as HC
- Tiger irritated at pace of recovery: 'Still working'
- USWNT coach made 28% of USMNT coach's pay
- Tubby Smith steps down as High Point's coach
- ESPN** • Best fits for top 50 NFL free agents

**Medal Tracker**

**Countries** **Athletes**

**OVERALL MEDAL LEADERS**

28	24	20
NOR	ROC	GER

**INDIVIDUAL MEDAL LEADERS**

GOLD	SILVER	BRONZE
NOR 13	ROC 8	ROC 12
GER 10	NOR 7	CAN 11
USA 8	USA 7	NOR 8

[Full Medal Tracker](#)

**ICMY**

**RAMS CELEBRATE SUPER BOWL TITLE**

**Trending Now**

Don't design for any audience. Design for YOUR audience.



# Two Banking Employees

**Terry Teller**



**Betty Banker**



# Persona 1

## Terry Teller



- 19-year-old female
- Graduated in June (barely) from Dorchester High School
- First job
- Lives at home
- Outside of work loves to go to dance clubs
- Great with people
- Efficient handling money
- Wants training to be relevant

# Persona 2

## Betty Banker



- 61-year-old female
- Worked at the bank for 40 years
- Great with people – knows everyone’s name, as well as details about all her customers
- Rides a bike to work since she lives in the neighborhood
- Married, 3 kids, 4 grandkids
- College graduate
- Wants training that includes details that apply to her job
- A little skittish about new technology

# Personas

Aid in uncovering universal features and functionality

- Represent a major user group of the audience
- Express and focus on the major needs and expectations of the most important user groups
- Give a clear picture of the user's expectations and how they will likely use the product or service
- Describe real people with backgrounds, goals, and values





## Drew

Influencer

**ABOUT**

- Age 26-34
- \$50K-75K
- High Tech Proficiency

**MOTIVATIONS**

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

**EVENT ATTENDANCE ATTRIBUTES**

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

**EVENT INFLUENCERS**

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

**CORE NEEDS**

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.


**PAIN POINTS**

Finding the time to attend events and staying on budget.

39% Total Universe GTV

12 Events per month

\*OTY Calculated based on # of Likes + Percentage of Retweets. Based on a study conducted with 98 participants.



I always strive to give the best for my family, especially for my kids.

**Demographics**

- Age: 32 Years Old
- Job: Relationship Manager
- Family: Married, 2kids
- Location: Central Jakarta
- Education: Post Graduate
- Archetype: The Working Mom

**Goals**

Have a healthy, balanced life with family

**Personality**

#extrovert #analytical #liberal #active #observant #meticulous #friendly #gogetter

**Bio**

Indah is a working mom in Jakarta and for the past couple of years has been very interested in practicing a healthier lifestyle. She becomes more conscious about what her family are consuming since she frequently consults with her working mom colleagues about menu planning for her kids. She would like her family to go organic, but she doesn't have time for doing groceries shopping herself for ensuring the produce's quality herself. She wants to have a more practical way to get the high quality produce for her family.

**Motivation**


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

**Frustration**

- Time-pressed life during weekdays, juggling between office and home
- Strives to provide healthy, high quality meals for her family, but doesn't have much time for groceries shopping herself, she relies on her household assistant for groceries shopping, but she is not able to keep track of the produce's quality and source

Indah | 32 Y/O  
Relationship Manager in a Private Bank in Jakarta

iPhone | kate spade NEW YORK



Imaginative Smart Collector Geek Fearless Confident Frugal Passionate Tolerant Sly

## Nerdy Nina

"The book is way better than the movie!"

#booklover #bookaddict #booknerdproblems

**DEMOGRAPHICS**

- Age: 25
- Location: Sao Paulo, Brazil
- Education: Software Engineer
- Job: QA at Indie Game Company
- Family: Lives with her boyfriend

**TECH**

- Internet
- Social Networks
- Messaging
- Games
- Online Shopping

**GOALS**

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

**FRUSTRATIONS**

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

**READING HABITS**

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

**FAVORITE BOOKS**

- American Gods Neil Gaiman
- Harry Potter J.K. Rowling
- Ready Player One

## Bridget DAY

**AGE** 26

**OCCUPATION** Marketing Director

**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Marketer

Ambitious | Admired | Focused

**MOTIVATIONS**

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

**PERSONALITY**

- Extrovert
- Introvert
- Sensing
- Intuition
- Thinking
- Feeling
- Judging
- Perceiving

**GOALS**

- To grow a strong industry reputation
- To build her own Blog
- To expand and learn new skills

**FRUSTRATIONS**

- Slow download times
- Data crashes
- Poor communication

**TECHNOLOGY**

- IT and Internet
- Software
- Mobile Apps
- Social Networks

**BIO**

Bridget's business has been slowing lately and she could really use a set of skills that would help her understand evolution of her work.

**ACTION**

Read How To articles  
Looking for expert analysis

"I would like to find and learn skills that would help me grow my business footprint online."

JL  
JLeclanche.wordpress.com





Bertie



Aunt Florence



Uncle Jacob

Find a partner  
and create an  
aggregate  
persona of the  
two of you.

You will have 10 minutes.



# data

Always start with data. What do you know about your people?

A group of diverse people, including men and women of various ethnicities, are smiling and laughing joyfully. The image is slightly faded and serves as a background for the text.

# Ask

- Who are our users?
- Why are they using (or would they need) our product or service?
- What behaviors, assumptions, and expectations color their views?

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# Types of Data to Collect

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Age

---

Location

---

Language

---

Income

---

Buying Behavior

---

Interests

---

Activities

---

Education

---

Job title

---

Job responsibilities

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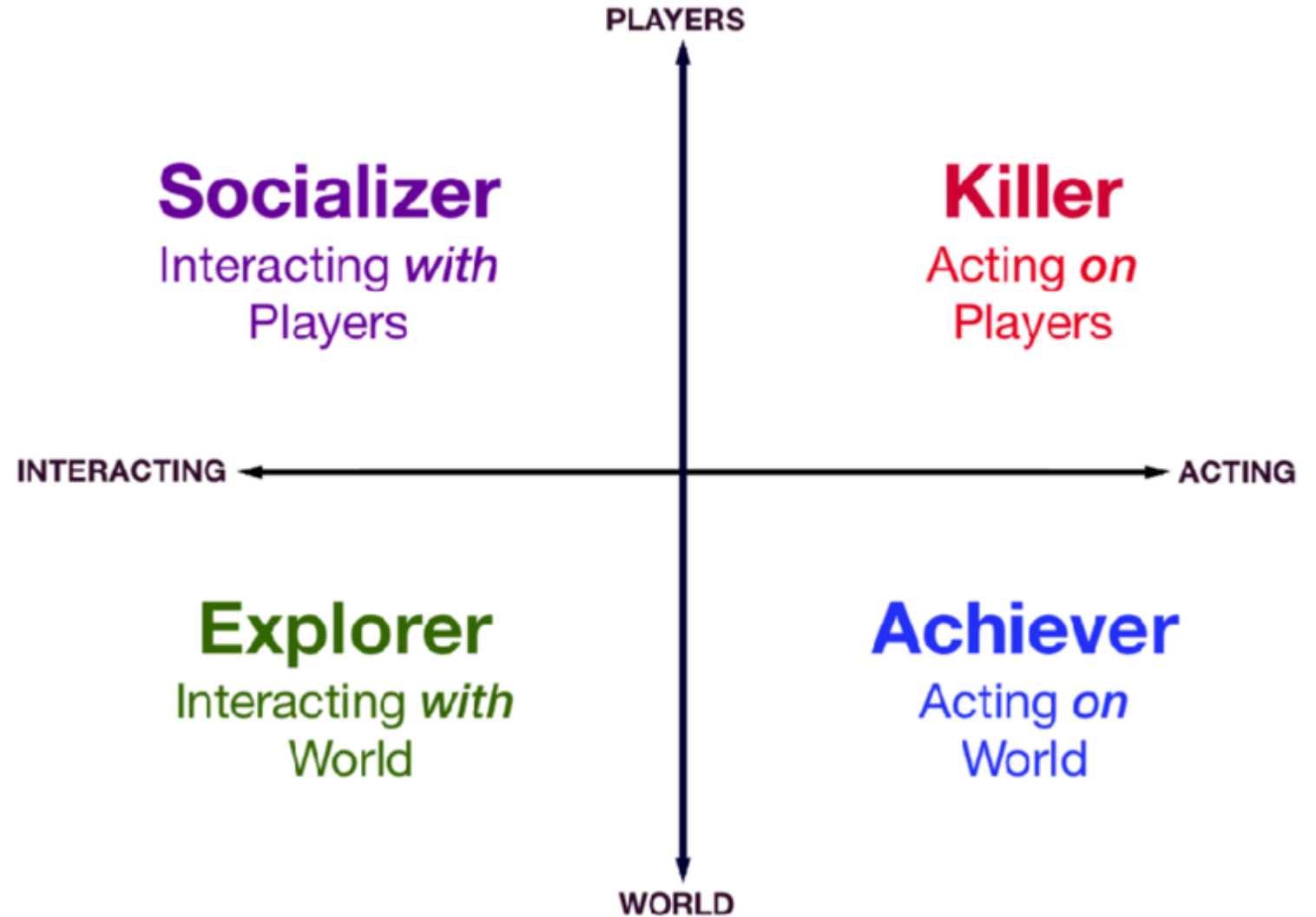
Family status

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Goals



# Bartle's Player Types





# Data we have collected:

## Demographics

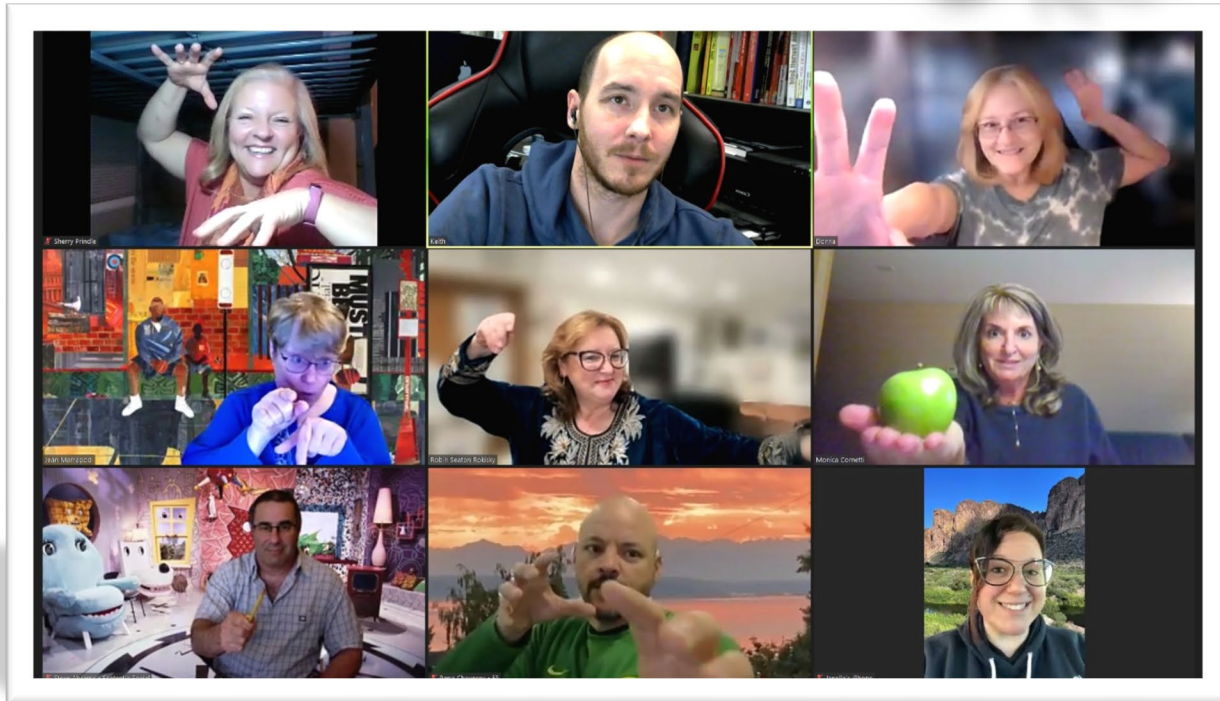
- Average age
- Gender
- Education
- Experience level
- Job title

## Needs

- Goals
- Obstacles
- Expectations

## Gaming Identity

- Player type



There's

Magic  
in the  
**KNOW  
HOW**



APPLESTAR PRODUCTIONS | STICKY LEARNING



# Your Job: Create a Persona (two or three if you have time!)

- Based on our demographics
- Find an image to represent your persona, and give him/her/them a name
- Create a bio of your persona like Betty Banker or Terry Teller
- Add details about goals, challenges and assumptions
- Build in PowerPoint, Google Slides or a wireframe or layout program
- Go to [images.google.com](https://images.google.com) and look for **persona template** for layout ideas



Personas envision an aggregate of who your users/customers are