PracticeUX Persona Diagram (Sample)

Educated in Industry

Not Educated in Industry

Familiar with Core Business

1 Marketing Director
IT Director

Exclusionary

User has never worked with a like-client consultancy **3**

Focal

Might be a client

Might be a client

CEO, CIO, Management, Director

Not Familiar with Core Business

Focal

2 Might be a client w/role in executive level

Exclusionary

4

How did we get here?
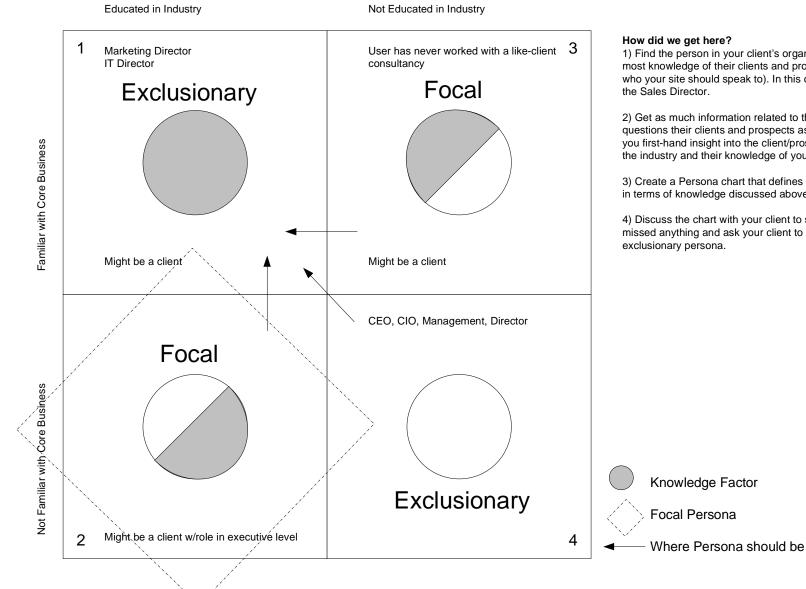
1) Find the person in your client's organization that has the most knowledge of their clients and prospects (if that's who your site should speak to). In this case we spoke to the Sales Director.

2) Get as much information related to the kinds of questions their clients and prospects ask. This will give you first-hand insight into the client/prospect knowledge of the industry and their knowledge of your clients work.

3) Create a Persona chart that defines the client/prospect in terms of knowledge discussed above.

4) Discuss the chart with your client to see if you've missed anything and ask your client to chose a focal vs. exclusionary persona.

Knowledge Factor

Focal Persona

Where Persona should be

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