



What is a User Persona and how are they helpful?

User Personas represent the various avatars that embody your customers or any other individuals who will be interacting with your product. By creating a well-defined User Persona, you can determine what the important characteristics of your customers are, and how they make their purchasing decisions. Buyer Personas are also helpful when developing a marketing campaign, bringing focus to bringing the right offer to the right customer. For more information on how User Personas can be used to build a strong marketing campaign, see this [article from HubSpot](#).

Evelyn Event Planner

Evelyn Event Planner is a 35 year-old woman living in a suburb of San Francisco, California. She's married and the couple has one child. Evelyn has a college degree in Business and works at a local Corporate Event Planning Agency.

Evelyn is pretty comfortable with technology. She spends a fair amount of time on her computer between work and entertainment, but she also loves spending time with her family and exploring the San Francisco Bay Area. She gets most of her news from NPR on the radio as she drives to work and from looking at the online version of the local newspaper or Facebook. She is confident she can find the information she needs online.

When Evelyn needs to find information, she knows that Google is the most valuable tool. Her internet search history shows that she uses Google both personally and professionally, with queries ranging from things like "best hikes in the bay area" to deep dives into the companies she's working with to curate corporate parties and gatherings. In addition to Google, Evelyn also relies on recommendations from friends on Facebook, and review of local businesses and restaurants on Yelp to help grow her list of available party resources.

Evelyn loves working with venues and spaces that can help with all the unique needs she might be looking to accommodate for her corporate clients. She wants the party planning process to be easy not only for her clients but also for herself and prefers to work with established venues and caterers because they know how to get things done for larger events. Evelyn knows that securing a venue is one of the most important steps when planning an event. She wants to get a good rate on the venue and does not want to have to spend hours finding new spaces, and tends to work with the same handful of hotels that she knows can provide the perks that she needs.

Demographics

- Age: 35
- Family: Married, 1 child
- Location: Suburb of San Francisco, California
- Education: College Degree
- Works at a local corporate event planning company.
- News Sources include NPR, online local newspaper and
- Information Sources include Google, Facebook, Yelp, Pinterest.

Event Planning Variations

There are many different kinds of Event Planners. A person who plans weddings may have different needs than a person who plans corporate events. Although the general characteristics of all event planners will be the same across the board, each different type of planner may be looking for different space, food or decor needs.

Possible Event Planning Variations

- Wedding Planning
- High school dance planning
- Corporate Event Planning
- Other event planning - reunions, baby/wedding showers, anniversary parties

Thomas Travel Agent

Thomas Travel Agent is a 43 year-old man, divorced with no children. He lives by himself in an amazing loft in downtown San Francisco. Thomas loves working in commercial travel, and prides himself on helping his clients find the perfect vacation, no matter their budget. Thomas has a college degree and is a proud member of the American Society of Travel Agents (ASTA).

Thomas didn't grow up with the internet, but seems fairly comfortable using online resources and technologies. He gets most of his information by watching the local and national news stations while he's getting ready each morning, occasionally he also relies on Facebook and friends to keep him informed of any big news items. He remembers the days where a physical newspaper was delivered daily, but can't fathom having that service now. Instead, he's considering a subscription to a major online news publication.

Thomas has been working for the same local travel agency for seven years. Thomas relies on a strong industry network of other travel agents to get information when he needs it. He receives several electronic industry newsletters, and is on a few listservs through professional organizations like ASTA. He frequently communicates with his colleagues both near and far to discuss changes in the travel industry. He likes keeping up with new trends, and tries to always have the most up-to-date information to best support his clients.

Demographics:

- Age: 43
- Family: Divorced, no children
- Location: San Francisco, CA
- Education: College Degree
- Employed at a Local Travel Agency
- News Sources include Local and national TV Station, Facebook, Friends.
- Information Sources include Industry Newsletters, Communication with Colleagues, Continuing Education

Pain Points

- Wants the process to be efficient, so that he has the time to book more trips each month.
- Needs to have easy to access information about the hotels and destinations he is offering his customers.

Guinevere Guest

Guinevere is a 57 year-old woman living just outside of San Francisco, California. She is married, and has three children. Guinevere has a college degree, and has been working as a lawyer for over 30 years, so she's very experienced in her field. She feels pride in the work she does.

Guinevere gets most of her news from more traditional sources, such as the New York Times and the Wall Street Journal. She sometimes listens to NPR on the drive to work, and often tunes into 60 Minutes on Sunday evenings. Although she has a Facebook page, it's mostly so she can keep in touch with family and a few close friends who are spread across the country.

In the legal business, Guinevere relies on industry organizations and connections to keep up-to-date on new information, regulatory changes, and best practices. She frequently interacts with her colleagues at the firm she works, often over lunch or coffee to exchange new ideas and discuss cases. Guinevere values the concept of continuing education, and makes sure she incorporates that into her routine so that she is always on top of her law game. Guinevere likes to attend in-person conferences and meetups, and is working on improving her online connections as well.

Guinevere's biggest problem is time. She doesn't want to waste time looking for a nice vacation or spa day or night out at a good restaurant. She wants to be able to find hotel packages and rates with very little work, and expects to be able to find this info online. While she doesn't mind having to call to make a reservation, she does want to be able to feel taken care of and important when she does decide on a long weekend in the city or a night out to a fancy restaurant.

Demographics

- Age: 57
- Location: Petaluma, California
- Education: College Degree, Law Degree
- Employed at a San Francisco Law Firm
- News Sources include New York Times, Wall Street Journal, NPR
- Information Sources include Industry Newsletters, Colleagues Interactions, Continuing Education

Pain Points

- Doesn't want to waste time pursuing information
- Wants to be able to plan a trip, spa day or dinner outing with ease, preferably online.
- Wants a luxury experience

Felix Foodie

Felix is a 24 year-old young professional living and working in San Francisco for a mid-size tech company. He is currently single and has no children. For Felix, fun and food are the most important aspects of his week and he puts a lot of effort into his excursions throughout the city.

Felix is very comfortable using the internet and spends a lot of time exploring the web both for his job and for pleasure. He gets most of his news from non-traditional but popular sources like, friends on Facebook, and through other social media sites like Instagram and Twitter. Felix also occasionally will look at CNN or NBC for more in depth news or information when he cannot get enough about a topic from Facebook.

The tech industry in San Francisco is fast paced and competitive. There is a lot to stay on top of and make sure you are learning and growing with the industry. Felix cares about his education and makes a point to go to many conferences and in-person meetups where he can learn new skills and stay on top of new industry best practices.

Felix works long hours every week so he wants to be able to find new restaurants, bars and spas without having to try very hard and prefers institutions that have a strong online presence, where he can see reviews and other information right away. Felix especially likes establishments with the capability for making online reservations because this gives him the sense of being accommodated to from the beginning.

Demographics

- Age: 24
- Location: San Francisco, California
- Education: College Degree
- Employed at a San Francisco Tech Company
- News Sources include Facebook and other social media as well as occasionally CNN or NBC

Pain Points

- Doesn't want to waste time pursuing information
- Wants to be able to plan a trip, spa day or dinner outing with ease, preferably online.
- Wants a luxury experience

Common Similarities Between All User Personas

All of the User Personas have a few common similarities that are true across the board. Each User Personal is concerned about keeping the Hotel/Restaurant/Spa reservation process efficient and as easy as possible, while still feeling taken care of. These commonalities will manifest differently within each specific User Profile, they also tie the User Personas together through shared values.

Similarities

- Want to keep the process efficient
- Want things to feel easy
- Want to feel taken care of