

A persona helps you solve the problem.

Think about who might be the typical reader.

Find a photo and make up that person's story in first person. Write enough so you get a sense of who they are.

(That's page 2)

Look for keywords and read for meaning.

(That's page 3)

An optional step is to write out your ideas as a designer of what they might like, and features to add.

Persona for my client



Cassie Nelson
32 years old

Married to Phil Nelson
Two kids, Sam (2) and Toby (1).

We eat vegetarian two nights a week (more if Phil wouldn't mind) and rarely eat out. I fix three meals a day (Phil takes his lunch most days) so I need new food ideas, especially for salads and vegetable main dishes.

I drive a Subaru (paid for!!) but want a bigger car now the kids are getting older. Phil has a truck, but mostly for his job. I used to work at a bookstore part time while I finished my bachelor's degree in Marketing. I have lots of great business ideas, but no time to get it all done.

We spend a lot of time outdoors, and would be interested in growing our own food, but we don't have garden space, and, with two kids, it's hard to find the time. A fun family activity might be going to a farm and buying directly from the owners. The photo above shows me at last year's Farmers' Market, where I go every week. I like the Market, but I think having local food is really important, and if I could help a local farmer, I'd rather do that.

I can cook almost anything, and I'm very adventurous, so getting whatever vegetable is in season is okay with me, and I would be interested in getting a box once a week of whatever looked good. I am worried about the cost though, because I heard it was really expensive. With two kids, I'm looking to save money where I can, so maybe I could volunteer, or buy a box every two weeks?

We have a lot of friends that we cook family style meals on the weekends with, and I am the best cook there! I'm always trying something new.

I don't like desserts, and don't let the boys have sugar or caffeine. We eat mostly organic, but it's hard during the winter. Summers are the best.

Questions I would have are:

How much does this cost?

Can I buy in now, and get vegetables later?

Can I pick them myself?

Can I bring my kids?

Persona for my client



Cassie Nelson
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Married to Phil Nelson
Two kids, Sam (2) and Toby (1).

We eat **vegetarian** two nights a week (more if **Phil** wouldn't mind) and rarely eat out. I fix three meals a day (Phil takes his lunch most days) so I need new food ideas, especially for **salads** and **vegetable main dishes**.

I drive a Subaru (**paid for!!**) but want a bigger car now the kids are getting older. Phil has a truck, but mostly for his job. I used to work at a bookstore part time while I finished my bachelor's degree in Marketing. I have **lots of great business ideas**, but no time to get it all done.

We spend a lot of time **outdoors**, and would be interested in **growing our own food**, but we don't have **garden space**, and, with two kids, it's hard to find the time. A fun **family activity** might be going to a farm and buying **directly** from the owners. The photo above shows me at last year's Farmers' Market, where I go **every week**. I like the Market, but I think having local food is really **important**, and if I could help a local farmer, I'd rather do that.

I can **cook** almost anything, and I'm very **adventurous**, so getting whatever vegetable is **in season** is okay with me, and I would be interested in getting a box once a week of whatever looked good. I am worried about the cost though, because I heard it was really expensive. With two kids, I'm looking to save money where I can, so maybe I could volunteer, or buy a box every two weeks?

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Questions I would have are:

How much does this **cost**?

Can I buy in **now**, and get vegetables **later**?

Can I pick them **myself**?

Can I bring my kids?

Persona for my client



Looks fun, smiling, good best friend?

casual clothes

Nickname, Friendly
Cassie Nelson

32 years old *has some income or savings, she's at stay at home mom*

Married to Phil Nelson *He works, she does everything at the house?*

Two kids, Sam (2) and Toby (1) *No free time, except for naps*
Make site fast to load and have useful content at the top.
Bullet points? Photo captions?

hesitant husband??

perfect target audience
We eat **vegetarian** two nights a week (more if Phil wouldn't mind) and rarely eat out. I fix three meals a day (Phil takes his lunch most days) so I need new food ideas, especially for salads and vegetable main dishes. *variety is important*

money concerns, but really sensible
I drive a Subaru (paid for!!) but want a bigger car now the kids are getting older. Phil has a truck, but mostly for his job. I used to work at a bookstore part time while I finished my bachelor's degree in Marketing. I have **lots of great business ideas**, but no time to get it all done. *maybe she could help farmer?*

make it look easy?

show pretty outdoor photos
We spend a lot of time **outdoors**, and would be interested in **growing our own food**, but we don't have **garden space**, and, with two kids, it's hard to find the time. *likes farming and is sympathetic*
she's really busy, doesn't have time to read a bunch of stuff
loyalty
A fun family activity might be going to a farm and buying **directly from the owners**. The photo above shows me at last year's Farmers' Market, where I go **every week**. I like the Market, but I think having local food is really **important**, and if I could help a local farmer, I'd rather do that. *making hard choices* *authenticity* *volunteer program?*

realistic hopeful?

Perfect!
I can **cook** almost anything, and I'm very **adventurous**, so getting whatever vegetable **is in season** is okay with me, and I would be interested in getting a box **once a week** of whatever looked good. I am worried about the cost though, because I heard **it was really expensive**. With two kids, I'm looking to save money where I can, so maybe I could **volunteer**, or buy a box **every two weeks?** *for her family* *Little showy?* *she's shopping somewhere once a week, why not here?* *Got to cover price!*

Understands seasonal food

she's asking!
We have a lot of friends that we cook family style meals on the weekends with, and I am the **best cook** there! I'm always **trying something new**. *What options could she get if money's tight? or do we need to convince her of value?* *show her what's new each week? Maybe a calendar?*

Confident in kitchen
I don't like desserts, and don't let the boys have sugar or caffeine. We eat **mostly organic**, but it's hard during the winter. **Summers are the best.** *mostly?* *cost or choices?*

Healthy Healthy Expensive though

Lots of summer family pictures

Questions I would have are:

How much does this **cost?** *Prices, packages, cost savings, value of money*

Can I buy in **now**, and get vegetables **later?** *Hours, delivery, buy-in shares?*

Can I pick them **myself?** *Family activities? show family fun.*

Can I bring my **kids?** *Daycare? No, so she'll want to know hours so she can get babysitter.*

Or, what if we have someone watch kids for an hour?

Mommie's Day out at the farm? HEALTH BENEFITS?

How do we get her to think about herself sometimes?