

# Target Audience Personas

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## Revision History

Date	Version	Description	Author
1/1/2008	1.0	Initial Draft	Faith Warren

## Introduction

### *Purpose*

Guide the design of the site architecture, as well as the creative approach and execution. A persona represents a group of target audience members who visit a site and identifies their interests and abilities.

Answers the following questions:

- Exactly **who visits the client's site?**
- What are their **interests, capabilities, and limitations?**
- What are the **profiles of the different audiences?**

Provides the following benefits:

- Ensures a clear understanding of **who we are "talking to"** via the site
- Ensures the **focus of the navigation, structure, labeling, and creative treatment** is on target throughout the project

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Target Audience Persona	
	<p><b>My Goals</b></p> <ul style="list-style-type: none"> <li>• Lose weight without feeling totally deprived</li> <li>• Make lasting changes in my lifestyle to avoid future medical problems</li> </ul> <p><b>My Driving Questions</b></p> <ul style="list-style-type: none"> <li>• How can I manage a weight loss program while still having to keep up with and feed two teenage boys?</li> <li>• Are there any weight loss programs that don't make you feel deprived, yet still show results?</li> <li>• What type of weight loss program is right for someone who has seen and done it all before?</li> <li>• Can I lose weight with minimal physical activity? How will my overall health benefit from losing weight?</li> <li>• What will it take to keep the weight off?</li> <li>• What should my doctor know about all of this?</li> </ul> <p><b>My Main Tasks</b></p> <ul style="list-style-type: none"> <li>• Learn about weight loss options and programs for habitual dieters</li> <li>• Learn how to eat healthier while still feeding two teenagers who are not on a diet</li> <li>• Read about people like me who have been successful in losing weight and keeping it off</li> <li>• Keep track of progress in order to share information with my physician</li> </ul> <p><b>My Web Usage</b></p> <ul style="list-style-type: none"> <li>• Understand basics of email and searching on the Internet</li> <li>• Uses the Internet at home for information</li> <li>• Relies on teenage sons to show her new uses</li> </ul> <p><b>My Path to This Site</b></p> <ul style="list-style-type: none"> <li>• Vanessa is a regular to the iVillage website and saw the sponsored section of the site.</li> </ul> <p><b>My Special Needs</b></p> <ul style="list-style-type: none"> <li>• Works 60+ hours a week, not a lot of leisure time</li> </ul>
<p><b>Vanessa</b></p> <p>42 years old, divorced; two teenage boys; runs YMCA daycare; would like to lose more than 50 pounds</p> <p><i>"If the diet exists, I've tried it...but nothing seems to work long-term. My doctor has told me I need to make permanent changes now to avoid serious health risks."</i></p>	
<p><b>My Story</b></p> <p>Vanessa has never been thin. Even as a child she had a weight problem, but over the years it has gotten worse. Her weight is starting to affect her health. She has high blood pressure and is at risk for Type 2 diabetes.</p> <p>She would like to slim down (not skinny) and maintain a healthy weight for her height. Currently she is not physically active and finds it difficult to walk extensively even while shopping.</p>	

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Target Audience Persona	
	<p><b>My Goals</b></p> <ul style="list-style-type: none"> <li>• Lose weight and maintain my current lifestyle habits</li> <li>• Learn about new ways to exercise while I'm on the road for my job</li> </ul> <p><b>My Driving Questions</b></p> <ul style="list-style-type: none"> <li>• Does being on a diet mean that I can't have beer with my buddies or coffee at work? I NEED my coffee!</li> <li>• What do I need to know to be able to take this on myself?</li> <li>• What exercises will get rid of my gut the fastest?</li> <li>• What should I be eating while I'm on the road for my job?</li> </ul> <p><b>My Main Tasks</b></p> <ul style="list-style-type: none"> <li>• Learn which self directed weight loss options/treatments are available</li> <li>• Learn more about exercises that will achieve the desired results the fastest</li> <li>• Learn how to incorporate enjoyable foods with diet foods</li> <li>• Look for tips on maintaining healthy habits while traveling</li> </ul> <p><b>My Web Usage</b></p> <ul style="list-style-type: none"> <li>• Road Warrior – dials up to his office email every night on the road</li> <li>• Uses the Internet primarily to check his email and schedule, as well as make airline and hotel reservations</li> <li>• Subscribes to industry newsletters that he receives via email</li> <li>• Uses the Internet at home for information</li> </ul> <p><b>My Path to This Site</b></p> <ul style="list-style-type: none"> <li>• Charles saw an ad in <i>Men's Health Magazine</i> that drove him to the site</li> </ul> <p><b>My Special Needs</b></p> <ul style="list-style-type: none"> <li>• Works 60+ hours a week, not a lot of leisure time</li> <li>• Busy work and personal lifestyle</li> </ul>
<p><b>Charles</b></p> <p>55 years old middle manager; would like to lose 30 pounds</p> <p><i>"I've had a 32 inch waist since I was 19, but all of a sudden the pants I planned to wear to my college reunion don't fit. I've got to get back in shape."</i></p>	
<p><b>My Story</b></p> <p>Charles' weight has been creeping up over the past several years. Now he is 30 pounds heavier than he should be, and he doesn't know where to start. He wants to look like his old self.</p> <p>Charles travels a lot, so he needs suggestions not only on how to stick with a weight management program at home, but also on the road. He is irregularly physically active, occasionally taking long walks with his wife and dog.</p>	

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