

Persona Research

Persona Research is when we develop profiles to represent both the needs and personal characteristics of website visitors. Each persona describes the behaviors, goals, skills, and attitudes of a real user group. Persona Research goes beyond simple segmentation by providing a character whose needs and habits are easy to visualize and comprehend.

Methodology

Persona Research uses traditional in-depth interviews to understand how users think about a specific subject matter, website, product, or concept. This research consists of 30 to 60 minute interviews, in which users are asked to discuss their needs, desires and behaviors with regard to a specific task, topic, or experience. This helps us better understand and segment the characteristics of a target group.

eVOC conducts interviews for Persona Research using state-of-the-art facilities across the United States and abroad that are equipped with two-way viewing capabilities. Participants are recruited to match the desired demographics of your target population. Additionally, quantitative surveys can be used to supplement this research to quantify how each persona is represented across the population.



Benefits



Define key user types and create a unified persona for that segment



Understand the variety of user profiles, including differences in experience, expectations, and motivations



Provide designers, marketers, sales reps, etc. with a clear persona to understand customer segments



Determine how best to design a site to meet the needs of complex user types

Questions

- How do users typically complete a specific task if on their own?
- What do they like and dislike about that experience?
- How do they approach the task, both tactically and emotionally?
- What role do demographics play in determining how users approach a task?
- What would be the ideal experience for each user?

Insights

Personas are ideal when clients need to clearly communicate unique differences between target user segments, that go beyond demographics and statistics. Personas provide a humanized representation of each user segment that gives a personality to your customers that is often varied and complex. Persona Research helps web designers, marketing teams, and sales teams develop the most appropriate strategy for effectively communicating with and meeting the needs of target users. Persona Research is best when conducted during a website development process, product roll-out, or new marketing campaign in order to provide guidance into how to develop the best targeted messaging for your customers.

We also offer a more in-depth approach with our [Digital Ethnography](#) research methodology. While similar to Persona Research, the Digital Ethnography research adds a layer of complexity by combining a multi-week online journaling study with in-home (or on-site) interviews with participants.