

Persona Centric Checklist

Is your website 'persona centric'?

A successful website design is not only about increasing rankings and online presence; it is also about enhancing usability and engagement. Don't let your customers feel a little less cared about!

Identify personas and develop a customer centric website design. Utilize this Persona Centric Checklist

Developing Website Design Personas		
1	Christen your personas	<input type="checkbox"/>
2	Create personal attributes	<input type="checkbox"/>
2a.	Demographic . company size, buying unit	<input type="checkbox"/>
2b.	Psychographic . goals, objectives, motivation	<input type="checkbox"/>
2c.	Webographics	<input type="checkbox"/>
	Web experience (months)	<input type="checkbox"/>
	Usage platform (desktop, mobile, tablet)	<input type="checkbox"/>
	Social media sites	<input type="checkbox"/>
3	Model of characteristics	<input type="checkbox"/>
3a.	Design targets	
3b.	Stereo types (one primary persona who is satisfied, similar profiles are likely to have same characteristics)	<input type="checkbox"/>
4	Develop scenarios (3 to 4)	
	Examples:	
	Information seeking scenario (leading to registration)	<input type="checkbox"/>
	Purchase scenario . new customer (leading to sales)	<input type="checkbox"/>
	Purchase scenario . existing customer (leading to sales)	<input type="checkbox"/>

Applying Website Design Personas

1	Get approval from stakeholders confirming representations of their audience	<input type="checkbox"/>
2	Position personas - display type of personas targeted to let specific audience relate to sections	<input type="checkbox"/>
3	Constant focus on persona - teams in a company that do not have direct contact with customers need to focus on who they building the site as and when specifications change	<input type="checkbox"/>

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