One To One Interactive
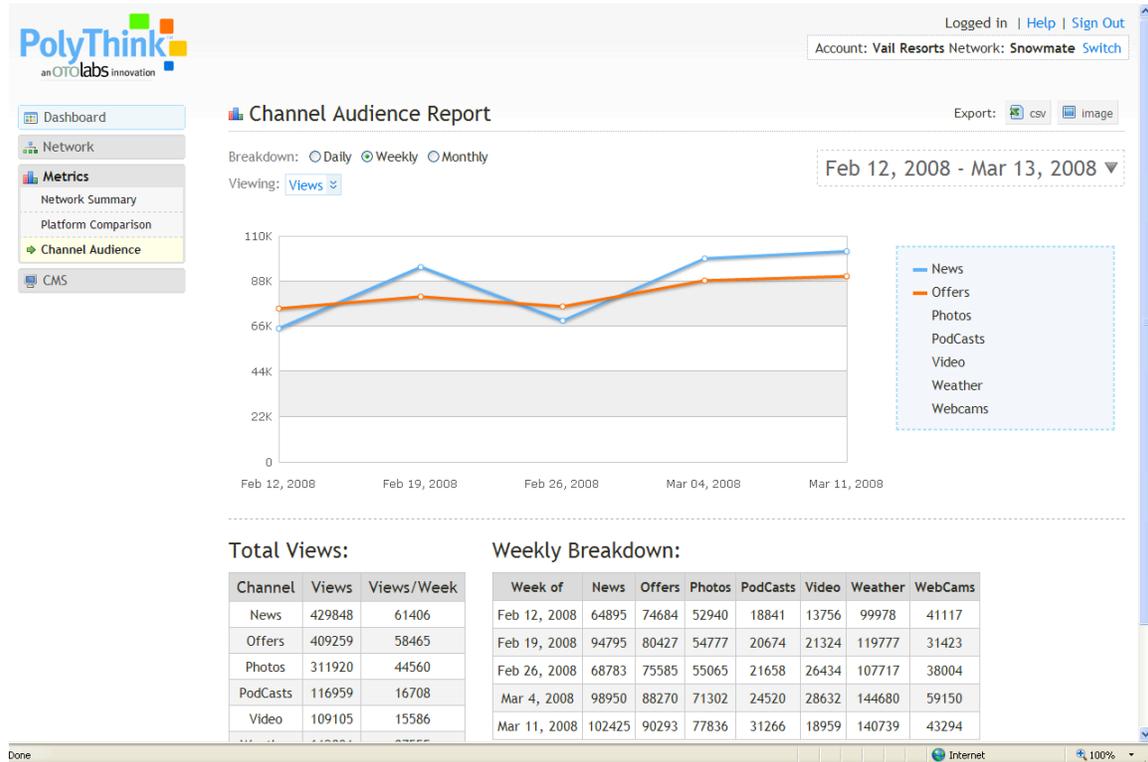
PolyThink
User Personas

June 9, 2008

Richard Smith

"Learn as much as I can, improve and prove"

Computer savvy

✳✳✳✳✳

Web savvy

✳✳✳✳✳

Key characteristics

01. Proactive Behavior
02. Evaluates
03. Thorough
04. Time conscious

Background

Richard, 37, is a Production Manager working for an online marketing firm in Minnesota. He is in charge and responsible for several campaigns.

He loves his home and does his best to spend as much time as possible with this wife, a homemaker and their two young boys. Kevin strives to be a role model not only at home but also at his workplace. Meticulous in nature, he has a checklist for everything that he takes on to manage.

Kevin loves gadgets and uses the Internet profusely to search, review, compare and purchase. Besides, he subscribes to numerous magazines and newsletters to keep him abreast with latest technology. This makes him an early adaptor of new concepts and technologies especially when it helps increase his work efficiency or the efficiency of his team. Having been a coder in his formative years, he understands the challenges his team faces in the overall process of production and deployment.
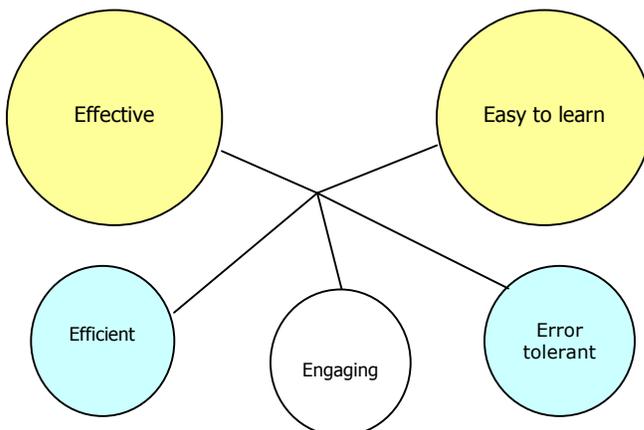
PolyThink Usage

Primary Goals: Build, deploy and manage modules: Configuration and content management

Secondary Goals: Reports module

Potential PolyThink User (Client)

Dimensions of Usability

What Richard needs for a good online experience >

Effective: "It's important for me to know that I have completed a task successfully and accurately. I would like to use a product that has an intuitive user interface."

Easy to Learn: "I would use uncomplicated products that would require very little training for me and my team."

Lisa Campos

"Work hard, but more importantly work smart"

Computer savvy

✱✱✳✳✳

Web savvy

✱✱✱✳✳

Key characteristics

01. Active Behavior
02. Time conscious
03. Thorough
04. Ready to learn

Background

Lisa, 26, holds are bachelor's degree in Management & Marketing and works as a Trafficker for a firm in Michigan. Her work life revolves around media plans and campaigns. She modifies, deploys and verifies content for various online channels as instructed.

She plays an important role in ensuring that all promotional initiatives are being launched within the time requirements, therefore she is constantly looking for faster ways to complete her day-to-day activities.
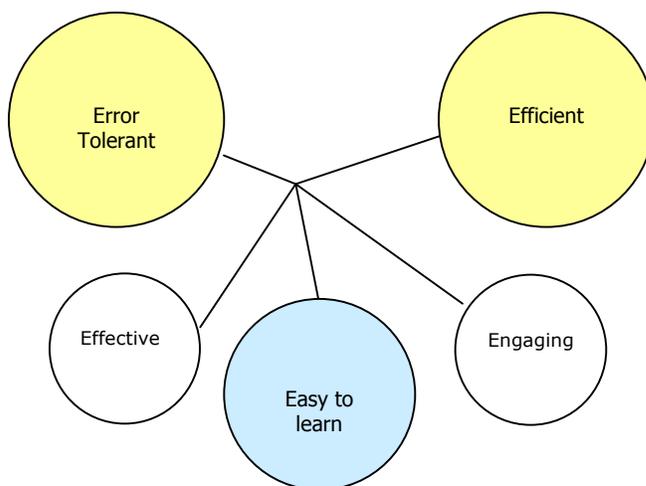
PolyThink Usage:

Primary Goals: Deploy and reporting modules: Configuration and Reports

Secondary Goals: Build module

Dimensions of Usability

What Lisa needs for a good user experience >

Error Tolerant

Efficient

Effective

Easy to learn

Engaging

Error Tolerant: "I am used to being guided on what to do next so that I can avoid errors and thereby rework."

Efficient: "I am busy as a bee and would embrace any tool that would help me save time."

Joseph Brent

"It's all about being in the know"

Background

Joseph, 45, is the Vice President – Interactive Media, for Interact Inc in NYC.

He is responsible for developing and leading the firm's global interactive capability – ensuring innovative ideas exceed present and future client needs. Joseph has the expertise in developing campaigns for various channels that truly grab attention.

He is also a regular speaker at many of the top industry events.

PolyThink Usage

Primary Goals: Deploy and reporting modules: Configuration and Reports

Secondary Goals: Build module

Computer savvy

✳✳✳✳✳

Web savvy

✳✳✳✳✳
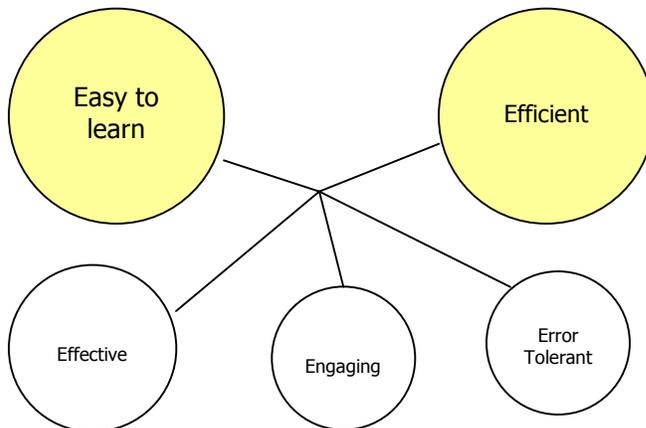
Key characteristics

01. Active Behavior
02. Time conscious
03. Thorough

Dimensions of Usability

What Joseph need for a good online experience >

Efficient: "I should also be able to quickly view and compare reports of various campaigns – both overall and specific.

Easy to learn: "I detest clutter. It should be convenient for me to customize information specific to my needs."