Persona Project

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Assignment

More than ever, marketers at brands and advertising agencies need to understand their current customers and prospective customers. Developing a target market with a bullet list of demographics is no longer enough. Understanding the mindset, activities, lifestyles, opinions and attitudes, digital habits and buying behavior of the consumer are all extremely important in developing products and creating communication plans.

Select a product or service that you know 20 friends and/or family members use. The first thing you'll do is gather information about them. Obviously, demographics will be easy to obtain, but you'll want to also gather attitudes, opinions, values, lifestyle and media habit information for a comprehensive picture. To do this you'll create a 15-20 question online survey.

Once you get the responses back from your survey, you'll create a summary report. Using this information you'll create both a graphic and narrative persona. The goal of the persona is to paint a clear and comprehensive picture of the consumer and his/her consumer behavior habits, so that the marketing team and ad agency are all on the same page as they develop marketing plans and tactics.

Link to the survey:
https://uconn.co1.qualtrics.com/jfe/form/SV_bNOKMbYoKEcquUJ

Survey Results

When developing this survey, we had aimed to develop questions that would allow us to gain a good sense of the personality of a person that the Starbucks brand would market to. It was important that the questions in the survey focused on highlighting the user's lifestyle choices, habits, likes and dislikes in relation to coffee and the Starbucks brand. Around 22 people had completed the survey which consisted of multiple choice questions, ratings, and open ended questions. The survey took roughly between 5-10 minutes to complete depending on the individuals knowledge and opinion of various coffees and coffee brands.

Based off of the data from the survey, it was found that the majority of the people who completed the survey were within the 19-29 year old age range.There were only two individuals who identified within the 50+ age range. In addition, the majority of the survey takers were predominantly female with males following close behind; there were two individuals who identified their gender as other. An important aspect of developing a persona through a survey was to get an understanding of how these individuals emotionally feel on a day-to-day basis. When asked how they would describe themselves the majority replied that they were either tired and or stressed compared to being energetic or relaxed. When asked how they would describe themselves using specific traits, the most popular response was anxious followed by ambitious, hardworking, social, shy, and relaxed (in that order).

Given that the Starbucks brand has a good variety of products, it was important to take note of how consumers felt about exploring different options and whether or not they were willing to go beyond their comfort zone. One individual stated they like to stay in their comfort zone, compared to three who stated they like to explore. The remaining 18 stated they predominantly stay in their comfort zone but will occasionally explore.

When asked about how many cups of coffee they consume a day, the most popular response with 12 individuals was 0-1 cups, followed by 9 individuals saying they have 1-2 cups, and one individual saying they have 3-4 cups.

Survey results showed the most popular times of day consumers liked to drink coffee were in the morning and in the afternoon. 16 individuals said that they prefer to get their coffee from a cafe or store while 6 prefer to make their own at home. Taste was the most important aspect for the consumer when they go out to get a coffee. The majority of the individuals who completed the survey had said that they go to a coffee shop to receive Quick Service as compared to sitting down and grabbing a meal with friends. One individual said they would go to coffee shops to get work done. Survey takers were asked to list the different types of coffee they typically get when they go out to a coffee shop or cafe. According to the results, the most desired form of coffee was a Latte, followed by Iced coffee, Regular coffee, Mocha, Espresso, Cappuccino, Frappuccino, Macchiato, and Americanos in that order.

Out of the 22 survey takers, there were 4 responses that indicated they do not typically purchase a food item along with their coffee. However, for the individuals who do purchase a food item, pastries and donuts were the most purchased. Given that the majority of the people who completed the survey fell within the 19-29 age range, I was surprised to learn that 18 out of 22 people do not record or document their coffee-buying experience on social media. I presumed that more of the consumers would be more likely to share their experiences, however this was not the case. When asked what types of social media they use, Facebook came back as the number one answer, followed by Instagram, Snapchat, Twitter and Pinterest. Of the social media applications, the least used by survey takers was Pinterest.

Starbucks is known for having a secret menu where customers can order beverages that are not typically offered on their menu. When asked if they have ever order from it before, 17 individuals said they have never, 3 said rarely and 2 said sometimes. When prompted to describe the Starbuck brand in one word, people described the brand as trendy, overpriced and bougie. This question was helpful in gathering a quick and summarized synopsis of people's initial thoughts when it came to the brand. It's important that as marketers, we are aware that people enjoy our brand, but think some of our products could perhaps be more affordable.

The majority of survey takers said they feel overwhelmed when presented with too many options. In addition, when prompted as to why they drink coffee, the number one answer stated it was because of the taste, followed by a secondary answer that it gives them energy as well.

Some of the responses were intriguing given the nature of this assignment. Particularly I was somewhat taken aback when I read that the majority of the people who took the survey would describe themselves as either stressed or tired. I think when developing a persona, it can be easy to lose sight that the person you are developing is very dynamic individual who has wants, desires and feels emotions. Granted you can always state those things when writing about the person, however when you anticipate the results showcasing a happy, positive, cheerful consumer, that isn't always accurate. It's important that we also show some of the problems people may have in relation to a brand, and from there, the brand itself can help provide resources and services to alleviate the problem.

Persona

Meet Laura!

Laura is a 23 year old graduate student studying English Literature. She is young, ambitious and aspires to become a writer for a fashion magazine in New York. However, before Laura gets her dream job, she is attending university to achieve her Masters Degree. Like most students attending university, she starts off her day typically tired and in need of some refreshments. She enjoys going to the cafe in the morning while she briefly catches up with some of her friends before class. Most of the time she is preoccupied with writing essays and with her copy-editing job at the campus newspaper, so she enjoys the moments when she gets to sit down, relax and grab a bite to eat. Laura typically eats a pastry with her morning iced coffee and takes her time before she has to go to class. It's a routine that she has developed, however, she does enjoy stepping out of her comfort zone and taking opportunities to try something new. After a morning bite with her friends she goes off to class, and when class is over she heads to work.

The work of grad school easily tires Laura out, so she might grab another coffee on her way home when she gets off of work. At the end of her day, she returns to her apartment where she'll wind down and scroll through Facebook and Instagram before making dinner. After dinner Laura usually works on essays for her creative writing class, but when she's not working on essays, she'll have some friends come over and they'll eat popcorn and watch Netflix. Laura typically stays up late Into the wee hours of the morning, so she'll go to bed and repeat her routine when she wakes.

Persona

Meet Ron!

Ron is a 50 year old IT consultant who is constantly on the go. He is a hard-working employee who is dedicated to his work and loves all things technological. Given the nature of his work, Ron has the ability to travel all over the world and consult with multiple companies. He loves being able to travel and see so many new places. When he is not traveling, Ron typically has long days that consist of multiple client meetings and giving presentations. Ron enjoys his job but he admits that it has the ability to get him stressed out at times. In his field of work it is important that he remain on time, therefore, when Ron goes to get his coffee, he usually gets it in a quick and timely manner and proceeds back to the office. He makes it a habit to be on time everywhere and feels uncomfortable if he is ever late. He enjoys being simplistic and sticking within his comfort zone given that he already has to make so many decisions in a day. At the end of a long work day, Ron comes home to relax and catch up on his news from Facebook.