

Audience Personas (extracted)

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Audience Personas

- Goals, supported with content types and messages
- Feed clearly into UX Persona design
- When it comes time to do segmentation you've got more detail to provide for the analysis

- Tell the story of the people we are designing for in words everyone can understand
- Easy to start, edit and share
- Easier to get sign-off on before research and analysis

Questions To Consider

- Who are we speaking to?
- How can we help them?
- What are the messages we want to deliver?
- What are their needs?
- What content types work best?



Name	Prospects	Customers	Media	Investors
Key Message	We're a partner they can trust to support them in their challenges	Every product we offer is growing and getting better	Our technologies are leading the industry and making customers more successful	Our portfolio of products is profitable and growing
Needs	Peer validation with success stories Role-appropriate demos	Findable, relevant content Easy to read and download samples and abstracts	High-level introductions to complex concepts Ways to see our customers' successes	Clearly stated facts Data Connections to content across all our sites
Ideal Content	Product Blog Entries Customer success stories Demos Education Briefs FAQ's	Solution Blog Entries Leadership Blog Entries Analyst Reports Learning Path Pages Licensing	Press Releases Customer Success Stories Partner Profiles Whitepapers Leadership Blog Entries	Leadership Blog Entries Solution Blog Entries Press Releases Customer Success Stories Partner Profiles