Customer Personas

Purpose & Methodology

The purpose of providing persona descriptions for each of the Consumer Profiles is to provide a story of a person within our key audiences. In part one of our research, the Site Intercept Survey, we identified current users in a typical week of ACC web traffic and surveyed them. We were able to segment those users and get a picture of who is using the site. Then we researched, via secondary sources, the make-up of the Austin community to identify segments that specifically did not show up in the Site Intercept Research.

Current Users Profile Groups

Residents

Urban Tech Savvy

Suburban Families

Older Urban

Business

Real Estate and Construction (Core users)

Self-Employed Professional and Small Business Owners (Occasional users)

New Users Profile Groups

Residents

Socially Conscious/Civically Minded

Hispanic Mothers

With the demographic information and current ACC website usage behaviors, were applicable, we utilized other secondary research sources (such as Nielson's market segmentation data) to fill out the profile's lifestyle preferences, traits, and consumer behaviors.

The following personas profile a person within the target segment, their demographics, psychographics, personal/professional role in the community, and their current website behavior if applicable. When developing the strategies and design for the new website, we will be taking into consideration all seven of the following target groups.

SteelSMBology

Jason

Age: 25
Gender: Male
Marital Status: Single
Household: No kids
Urbanity: Urban
Ethnicity: White
Home Ownership: Renter
Internet Usage: Expert
Mobile web usage: High
Social Media Usage: High
HH Income: $50,000/yr
Education: College graduate
Job: Rackspace Customer Support

Segment: Urban Tech Savvy
This is the largest Residential segment. Members of this group are mostly urbanites with no kids who are characterized by being very net savvy and having a high usage rate for social media. This group includes a large number of recent college graduates. The content most visited on the website by this group is library and education information. Ethnicities in this group include mostly White, Hispanic, and African American.

Psychographics: Jason is into athletic, outdoor activities, the latest technology and nightlife -- especially live entertainment. Overall, his lifestyle is heavy on leisure and recreation.

He lives in a young, hip, metro neighborhood and consumes all types of media like a locust. Seeking recreation mostly outside of the home, he goes out to movies, museums, concerts, and parks regularly.

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Leah

Age: 39
Gender: Female
Marital Status: Married
Household: Two kids
Urbanity: Suburban
Ethnicity: Hispanic
Home Ownership: Owns
Internet Usage: Expert
Mobile web usage: High
Social Media Usage: High
HH Income: $175,000/yr
Education: College graduate
Job: Home-based marketing director for Consona Software

Segment: Suburban Families
One of the largest groups, members of this group are settled homeowners who are overwhelmingly age 25-44 and married with kids. Financially strong, they are active in their lives and careers. These are internet experts who use social networking applications regularly. Ethnicities in this group include mostly White, Asian, and Hispanic.

Most seek out library, education, and Airport information on COA. Of all users, they visit for the greatest number of topics and with the greatest variety. Of residents, they visit the most frequently.

Psychographics: Amanda cares for herself, her kids, her husband, and her parents. She consumes healthy foods and jogs around Town Lake. The combination of income, education and children translates into large investments into educational and Disney products.

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Rosie

Age: 65 years old
Gender: Female
Marital Status: Single
Household: No kids at home
Urbanity: Close-in
Ethnicity: White
Homeownership: Owns
Internet Usage: Intermediate
Mobile web usage: Low
Social Media Usage: Some
HH Income: $27,000/yr
Education: High School
Job: Seton Help Desk
Note: Vision challenged

Segment: Older Urban

This group is the residential segment that is retired or dreams of retiring, and is the segment struggling the most financially. Heavily female, they are older, with no children at home.

They do know how to use the Internet and do so to find out about city resources. Nearly one-third go to the website about job opportunities and benefits. All are internet intermediates and 16% have an impairment (primarily vision). Ethnicities in this group include mostly White, African American, and Hispanic.

Psychographics: Rosie has a low key, home-centered lifestyle. She is big on inexpensive pleasures such as gardening, sewing, and woodworking. She spends much of her day enjoying news and talk shows. Her social life revolves around activities at church.

SteelSMBology

Lynn

Age: 45
Gender: Female
Marital Status: Married
Household: No kids at home
Urbanity: Suburban
Ethnicity: African-American
Homeownership: Owns
Internet Usage: Advanced
Mobile web usage: High
Social Media Usage: Some
HH Income: $60,000/yr
Education: College graduate
Job: Counselor

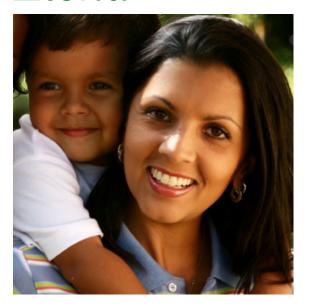**Segment: Socially Conscious/ Civically Minded**

As a resident segment, this group is identified by behavior rather than demographics. This group is mostly female (67%), age 35-64, and own homes that are close in or in suburban neighborhoods. Seventy-four percent do not have children at home.

They are significantly more likely to be self-employed than the other residential segments, but significantly less likely to view themselves as unemployed or homemakers. Most (54%) categorize themselves as professionals.

Psychographics: Lynn is a "heavy follower" of City government – Council meetings, programs, and news. She is also abreast of news in her own neighborhood. Specific hot button topics for Lynn are the environment, animal rights, and things affecting her neighborhood. As a person, Lynn is educated, outspoken, passionate and has the time, flexibility, and energy to stay involved.

SteelSMBology

Elena

Age: 34
Gender: Female
Marital Status: Married
Household: Three kids
Urbanity: Close-in Suburban
Ethnicity: Hispanic
Homeownership: Rents
Internet usage: n/a
Mobile web usage: n/a
Social Media Usage: n/a
HH Income: $42,000/yr
Education: High School Graduate
Job: Pre-prepared Foods Department at HEB

Segment: Hisp. Bilingual Mothers
This group is made up of first and second generation immigrants with two or more school age children in the household. Many households are bilingual but mostly prefer to speak Spanish in the home.

Unlike Hispanics in the Suburban Family segment, this group has a much lower income range; $36,000 – $47,000. Many are high school graduates, and work in service, sales, administration or construction-related jobs.

Psychographics: Elena listens to contemporary music, watches a lot of TV, reads Spanish magazines and strives to be successful at whatever she does. Her lifestyle is befitting a large family with an active social life. She spends a lot of her time taking her children to sporting activities and events. She lives in a modest home and buys her groceries in bulk. When she needs something for the home she shops at discount stores.

SteelSMBology

Angela

Age: 40
Gender: Female
Marital Status: Married
Household: No kids in home
Urbanity: Suburban
Ethnicity: White
Homeownership: Owns
Internet Usage: Advanced
Mobile web usage: High
Social Media Usage: High
HH Income: $110,000/yr
Education: College Graduate
Job: Project Manager
for Burt-Watts Construction

Segment: Development – Real Estate and Construction
These high volume users are primarily in construction related businesses (30%) and real estate (20%). They visit for information on licenses, codes, and permits (74%) or to find information on City Council government, boards & and commissions. They are the most frequent visitors to the website with 63% visiting the site a few times a week and 37% visiting daily.

Psychographics: Angela is mission-oriented and organized, yet independent in spirit – she has a mobile daily work life . Many of her friends do similar work.

As a frequent visitor, her behavior is strongly reinforced by previous experience which has resulted in a type of "training." As a workplace user, she prefers to know where she is going rather than explore. She has a specific purpose and often her task is tedious, time-bound, or repetitive.

SteelSMBology

Robert

Age: 50
Gender: Male
Marital Status: Married
Household: No kids at home
Urbanity: Suburban
Ethnicity: White
Homeownership: Owns
Internet Usage: Advanced
Mobile web usage: Very High
Social Media Usage: High
HH Income: $100,000/yr
Education: College grad
Job: CPA

Segment: Self-Employed, Professionals, and Small Business Owners

In addition to self-employed, this group also includes small business owners. They make up half of the business users, but are much less active than the other business segment. Eighty-one percent describe the type of work they do as professional/executive.

While not making frequent visits, they do look for resources, information, and news that affect their business. They use social media tools for networking.

Psychographic: Robert is a well-educated, self-sufficient provider-type. He is a leader in the circles he is a part of – be it church, neighborhood or trade association, non-profit organization or sports team. He often attracts business from these. As an upscale empty-nester, he focuses on business when needed and enjoys successes fully when warranted.

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Sources

- *Texas Works 2008: Training and Education for All Texans,* Publication# 96-1361, December 2008
- Texas State Data Center, University of Texas at San Antonio
- U.S. Bureau of the Census
- 2010 City of Austin Website Site Intercept Research Report
- Nielsen Claritas, PRIZM Segments
- *Myers-Briggs Personality Types*

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