Personas And Scenarios

Primary Persona: Lucy Liu

BIO

Lucy Liu is a media operations manager in the Medical Esthetician and Internet Industry. Now she is resigning to have a gap year in her life. Her main works are media commercialization and content production in the medical esthetician field.

GENDER	Female
AGE	25
RACE	Asian/Chinese
OCCUPATION	Media Operation
LOCATION	Chengdu,China

NEEDS

- A platform that can analyze and organize content data from various authoring platforms.
- The platform data is comprehensive, and the data is easy to read.
- The platform provides valuable data indicators to content creators, such as completion rate, exit time, etc.
- There are data comparisons with excellent creators and content of the same type, and hot words are provided to increase the reading volume.

FRUSTRATIONS

- No single platform can provide complete data. Personal data and overall markte data are not comprehensive.
- Existing platforms' data visualization and sensitivity are not easy to read.
- No accessibility to traffic data, hot search words, and rankings in a spefic/single field.
- Without data comparison of creators and popular videos of the same type, creators cannot analyze outstanding works.

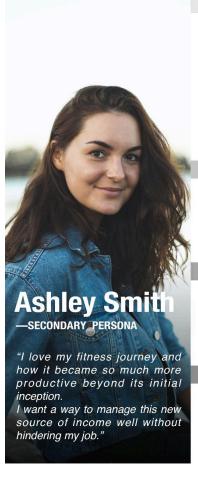### DIGITAL PROFILE   PLATFORMS   EXPERIENCE

RedBook   TikTok   WeChat

- Campus social media operations
- Internet medical beauty media operation

Lucy Liu
—PRIMARY PERSONA

"I spent much time on switching platforms to analaye data, I hope there is a platform can integrate data from other authoring platforms "

Scenario:

Lucy Liu is a media operations manager in the Medical Esthetician industry. Her job is mainly to organize and analyze data of content she publishes. She needs to manage data generated from various platforms every day, complete weekly reviews and report to the leadership. This morning, she needs to open the data center of each platform and check the data traffic of the product video of skin tightening released yesterday. Whenever she opens a platform, she must manually record the backend data, such as views, forward rate, completion rate, etc. Then she enters it into an excel sheet and draws data diagrams by herself. However, she finds that a third-party platform is needed to complete the drawing of charts and enhance the quality of her results. She finally spends an entire afternoon switching, comparing, and importing data on different platforms, which is required to complete the weekly data report for the previous week.

Secondary Persona: Ashley Smith

BIO

For the past six years, Ashley has worked in the information technology sector. They drastically altered their diet and workout routine approximately a year ago. They claim that keeping a social media blog on the procedure helped them maintain consistency. They garnered a sizable following after one of their nutrition advice videos miraculously went viral six months ago. They have since gotten numerous sponsorships and intend to pursue this as a side business.

GENDER	Non-binary
AGE	28
RACE	Caucasian
OCCUPATION	Data Analyst
LOCATION	San Francisco, California

Ashley Smith
—SECONDARY PERSONA

"I love my fitness journey and how it became so much more productive beyond its initial inception.
I want a way to manage this new source of income well without hindering my job."

NEEDS

- They want to begin making passive money so they can eventually benefit from it.
- A means to validate sponsors and products given that they are just starting out in this industry.
- They want a way to effectively showcase their prior work and essentially build a portfolio so that sponsors in the fitness industry may discover them easily.

FRUSTRATIONS

- They spend a lot of time seeking sponsors and collaborations, which is time-consuming because they also have a full-time job.
- Since their followers increased exponentially, they have been getting a flood of messages daily. They lack the time to review them all and give legitimate offers first priority.

DIGITAL PROFILE

Instagram   Facebook   TikTok

PLATFORMS

EXPERIENCE

- Six-year information technology working experience

Scenario:

Ashley Smith has been working as a full-time IT professional for the past 6 years. Recently, she's come to the realization that she needs to produce some kind of passive income that might help her safeguard and fortify her retirement funds as well as funds for any emergencies. She's learned how to use her love of fitness to get money by creating content for various social media platforms. During her lunch break, she reflects on her content creation journey. She observes that creating content based on popular trends gives her a respectable number of views, but she is unable to find a way to secure sponsorships and endorsements despite the fact that her work is generating a lot of interest. She is completely clueless on how to expand her network and discover appropriate personnel. She muses over how wonderful it would be if there was a platform like LinkedIn where she could present her full portfolio of content together with her traffic statistics, connecting her to her potential sponsors.