Did you know? Ethnography, insights through observation, allows researchers to immerse in the everyday lives of a culture or group.

ANNA

- Age 32
- Married with one child, age 4
- Lives in Rockland County
- Busy, active life, close to family and friends
- Raised orthodox but loosely follows tradition
- Marketing executive in a mid-sized telecom firm
- Maintains work-life balance with help of husband

A PERSONA EMERGES FROM ETHNOGRAPHIC INTERVIEWS AND RESEARCH...

...AND AN UNDERSTANDING OF THE CUSTOMER LIFECYCLE AND KEY TOUCHPOINTS OR PLACES A CUSTOMER MIGHT INTERACT WITH YOUR BRAND.

a day in THE LIFE

- Checks social media before husband wakes
- Sees news article about health trends, shares with her mom
- Gets daughter ready for daycare
- After meetings at work, attends Rotary luncheon
- Husband picks up daughter from daycare and prepares dinner
- Reads business magazines on the treadmill after work
- Skims Pinterest for recipes and interior design ideas

ITEMS MARKED WITH A STAR ARE POTENTIAL TOUCHPOINTS WHERE THE FICTIONAL BUSINESS MAY INTERSECT WITH THIS PERSONA—AND THE CORRESPONDING DEMOGRAPHIC.