



Personas. We all need somebody to lean on.

Narrate the different types of users, based on clusters of behaviours and needs

Each persona is a reference model representative of a specific type of users. Technically, they can be called behavioural archetypes when they focus on capturing the different behaviors (e.g. "the conscious chooser") without expressing a defined personality or socio-demographics. The more the archetypes assume a realistic feeling (e.g. name, age, household composition, etc.), the more they become real personas, fully expressing the needs, desires, habits and cultural backgrounds of specific groups of users.