



Total Profiles: 26

My Collaborators

+ New Target

My Products

Generate Content

Filter by

Type

Role

Generation

Project

Map



**Bennett**  
female, 48 years old

View

uiux



**Thompson**  
female, 39 years old

View

uiux



**machinist**  
male, 41 years old

View

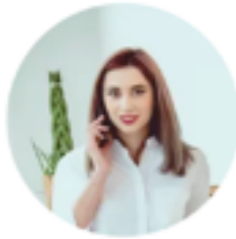
b2b



**Wednesday**  
female, 44 years old

View

b2c



**lawyer**  
female, 30 years old

View

b2b

Customized



**Marketing Manager**  
female, 32 years old

View

b2b



**Marketing Manager**  
female, 28 years old

View

uiux



**tech ceo**  
female, 27 years old

View

b2b



**CEO**  
female, 41 years old

View

b2b



**CFO**  
male, 54 years old

View

b2b



**SDR**  
female, 23 years old

View

b2b



**Designer**  
female, 27 years old

View

b2b

View More



- Who They Are
- What They Do
- How To Engage Them
- ICP ChatBot
- Customize



## Marketing Manager

Millennials like this are quiet, serious and independent. They are super-observant, but keep most of their thoughts, opinions and reactions to themselves; when they do speak, they tend to be literal, matter-of-fact and honest. They tend to follow their impulses and both honor and respect traditions. Friends and family consider them stable and perfectionistic, and appreciate them because they prize morality, integrity and accuracy. They tend to dislike small talk and avoid big, social gatherings. Because they seem so totally calm and even-tempered, not even their families and friends know what they are really feeling.

Age: 28  
 Location: urban  
 Education: Masters/PhD  
 Job: Marketing Manager  
 Income Level: Upper Mass Market  
 Role: Buyer  
 Country: US

### Needs:

- Be busy
- Be confident
- Be respected

### Nature:

- Reactive
- Very pragmatic

### Orientation:

- Relationship-oriented

### Decision-Making Process:

- Systematic, but action-averse
- Analytical
- Focuses on concrete, real-world data and application; uses senses to evaluate information

### Favors Group Or Self?

- Self

### Is All About:

- Action

### Time Focus:

- What *has* happened



## Personality Traits & Characteristics



## Brands & Lifestyle Choices





# Marketing Manager

Who They Are

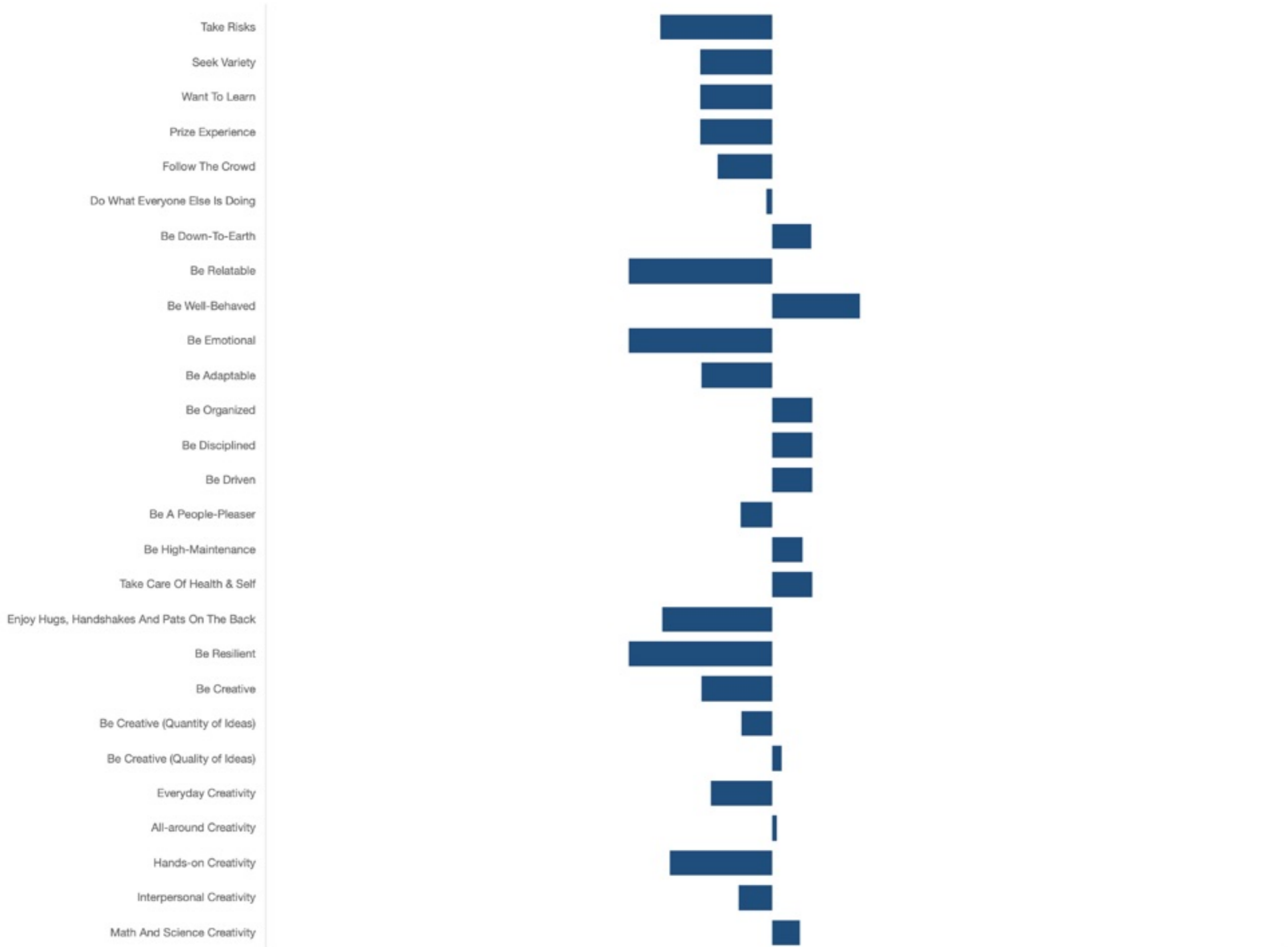
What They Do

How To Engage Them

ICP ChatBot

Customize

## More Or Less Likely Than Average To:





## Marketing Manager

[Who They Are](#)[What They Do](#)[How To Engage Them](#)[ICP ChatBot](#)[Customize](#)[UI/UX Profile](#)[UI Best Practices](#)[UX Best Practices](#)[Product Development](#)[Empathy Map](#)

### User Summary:

- Users like this enjoy interfaces that show information all at once and in a visual way. They prefer to see everything connected, like in diagrams, infographics, or videos, rather than reading lots of text. They like step-by-step guides that help them move through information easily, using pictures to help them understand and remember. They might find it hard to use websites or apps that require them to think about parts of information separately without clear pictures to help.



### General Considerations:

- Less important to grab attention quickly
- Maximize graphical content
- Prioritize discovery over search
- Balance usability and accessibility with newness and novelty
- Include links if referrals/redirects are important, otherwise use caution
- Provide easy access to social feedback mechanisms (i.e. likes, shares, comments, questions, etc.)
- Provide customization options where possible

### Design Systems:

- Need to be unified, interconnected

### Concrete Or Conceptual Framework?

- Concrete

### Foundational Theme:

- Familiarity



# Marketing Manager

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UIUX Profile

UI Best Practices

UX Best Practices

Product Development

Empathy Map

## Interaction Style:

- Dynamic
- Act & React
- Clicks to Make Things Happen

## Interactivity?

- More appealing

## UI Needs:



Beauty/Aesthetics



Consistency



Clarity

## Site Map Structure:

- Literal

## List Structure:

- By importance

## Display Query Results As:

- Expanding, infinite scroll

## Pop Ups?

- Not until exit; otherwise, will distract

## Videos?

- Not until exit (too distracting)

## Interactions & User Guides:

- Prefers exercises and tutorials to examples and instructions

## Wants To Know:

- How do I do specific things?





# Marketing Manager

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## Key Behaviors:

- Sees the whole and its parts as a single, unified experience
- Considers context, processes visual, spatial and pictorial information most efficiently

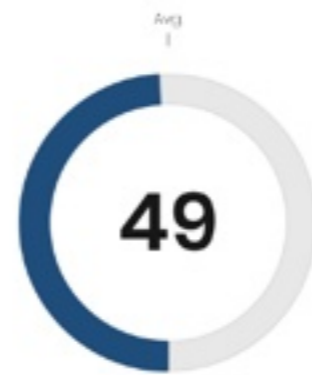
## Self-Exploration?

- Less likely to explore

## UX Needs:



User Control



Efficiency

## Learns Through:

- Abstract conceptualism

## Learns By:

- Connecting patterns

## Search Process:

- General to specific (top-down)



## Blind Spot:

- Sees the forest, not the trees

## Feedback:

- High need



## Marketing Manager

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### Best Practices For Focus Groups:

- Discuss current state & problems with current state in a group setting

### Grouping (A,B or C):

- B

### Likely To Participate?

- Already has a lot going on at once

### Preferred Product Qualities:

1

#### Durability and Reliability

A product that users can depend on builds trust and loyalty. Durability ensures the product withstands everyday use, while reliability means it consistently performs as expected, enhancing user satisfaction.

2

#### Flexibility and Adaptability

Products that can adjust to various user needs or contexts without compromising functionality appeal to a wider audience. This adaptability ensures the product remains relevant and useful as the user's lifestyle or preferences evolve.

3

#### Support for Personal Growth

Products that facilitate learning, development, or the pursuit of passions cater to the user's desire for self-improvement. Supporting personal growth can turn a product into an essential part of the user's daily routine or long-term goals.

### Adoption Curve Tendency:

- Early-adopter, if value proven; otherwise early-majority





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## THINKS/FEELS

### Trusts:

- Impulses

### Seeks:

- Stimulation

### Prizes:

- Peace

## SAYS/DOES

### Actions Influenced By:

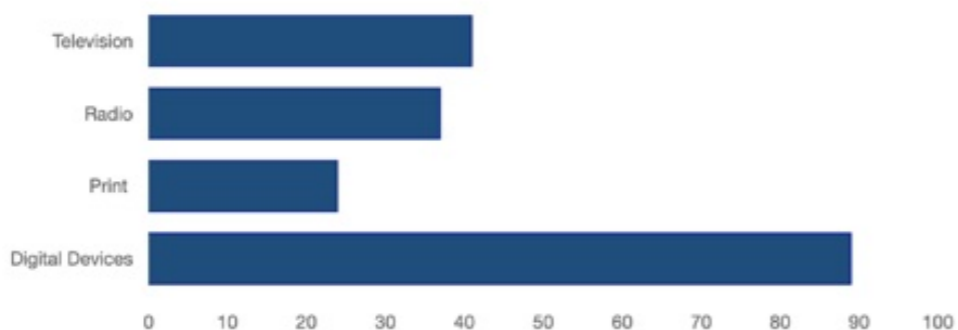
- Big picture
- Detailed observations and overall impressions

### True North:

- Just Being A Worker Bee

## SEES/HEARS

### Primary Information Sources:



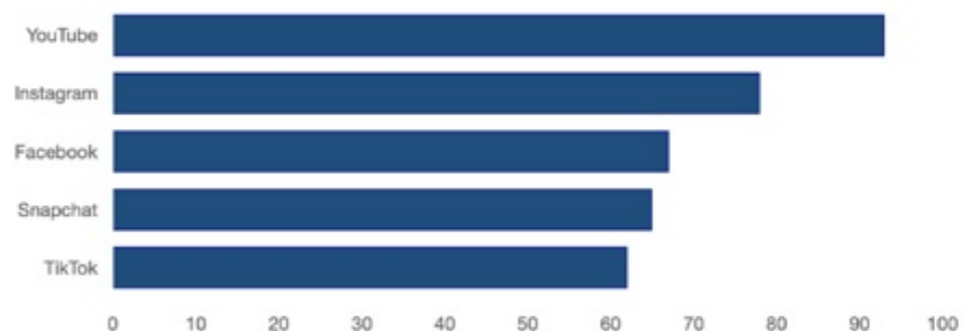
### More Reactive Or Proactive?

- Reactive

Source: Pew Research

## SOCIAL MEDIA

### Platform Usage:



### Open To Interactions?



Source: eMarketer

## GENERATIONAL INSIGHTS

### Snapshot:

- "Book smart & savvy"
- "Fun first, hard work second"

### Signature Product:

- Tablet/smart phone

### Childhood:

American Girl

## NATURE







## Marketing Manager

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Customize

I'm here to help you with your UIUX questions.

What do you look for in software products?

As a Marketing Manager, I value software products that are user-friendly, intuitive, and efficient. I appreciate clean and organized interfaces that make it easy for me to navigate and find the features I need quickly. Customization options are also important, as I often have specific needs for my marketing campaigns.

Data security is a top priority for me, so I look for software that has strong security measures in place to protect sensitive information. Integration capabilities are also key, as I need software that can seamlessly work with other tools and platforms that I use for marketing activities.

Since I tend to be detail-oriented and value accuracy, I appreciate software products that are reliable and provide accurate data and analytics. I also prefer software that offers good customer support, as I may need assistance from time to time.

Overall, I look for software products that help me streamline my marketing tasks, increase productivity, and deliver results efficiently.

Type here and hit "enter"

**Warning:** Response times can vary depending on answer complexity, site traffic and other factors. Always check responses as AI can hallucinate, get facts wrong, be insensitive, or just stop generating mid-stream. We have done our best to control for these rarities, but... you know... it still happens, so please keep this in mind when using this tool.

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