

Project
Portent Website Redesign

Focal Persona 1
Jane Smith

Jane Smith: VP Marketing

"I need to know I can count on you for this."

Jane works for ZyCorp of at least 50 people. She reports directly to the CEO, and is responsible for all marketing. She's 50, lives about 30 minutes from work in the suburbs, has two kids (one in college, one about to graduate high school) and is divorced. She now earns \$150k/year - a first for her, of which she is fiercely proud - and bought herself a new Camry Hybrid with all the extras (\$38k) as a present. She lives in Southern California.

Jane is highly educated, with an MBA that she got attending a night program at the state university while she was working for ZyCorp. ZyCorp helped pay for it, so she's very loyal.



Jane has 20 years experience in her industry. She knows her stuff, having started as a senior office manager and worked her way up. However, she's fairly recent to the VP Marketing position. She previously worked as director of North American Marketing at ZyCorp. The previous VP left amidst a great deal of unhappiness over ZyCorp's internet marketing program and falling revenues at the company.

Jane is a cautious, deliberate person who learns fast. She's insecure in her new job, but very excited about it. She's keenly aware how she came to this position and wants to score big for her company.

She'll find us, most likely, through a referral. She doesn't trust random searches. However, she also might find us through one of our blogs - if that happens, we need to make sure we can get in touch with her fairly quickly.

She's come to Portent Interactive's web site looking for someone she can trust. The previous project was a disaster, in part, because that VP of Marketing wasn't a web expert, and the firm doing the work did a terrible job. The result was bad, and they had no recourse. Jane knows that she doesn't know any more than the previous VP - she wants someone who can explain, in clear terms, how she can improve her site's performance.

She needs a site that gets measurably higher conversions, so that she can show her boss that it's all working. At the same time, she has to show her team creative that will get them excited about the project, and interested in the site. Otherwise the sales VP may simply ignore the site, leaving her with no result.

Jane is a fairly traditional person. She doesn't like 'marketingspeak', and she doesn't like to feel that the person at the other side of the table is trying to pull a fast one. She believes in building trust through delivery. She wants to work with like-minded people who will understand and give her the information she needs, when she needs it, without her having to ask.

We can close this deal if she trusts us, if we speak directly, and if we stay away from corporatespeak or phrases like 'web 2.0'.

We can keep Jane as a customer if we deliver what we promise, keep her up to date on at least a weekly basis, by phone (and more often by email), and get her results. She gets very, very frustrated when she feels she's being kept in the dark, and when folks don't reply to calls and e-mails.

If she hires Portent, she will be demanding, insofar as she will want a lot of work done, on time, and on budget. But she will pay more to know that we can handle what she gives us, give her more good ideas, and generally be her Director of Internet Marketing. She wants to work with a firm that's brilliant but reliable, and that communicates well. One other thing: We will probably have to promise not to work with competitors.