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CREATING AND OPTIMIZING PERSONAS FROM DATABASES' INTERACTION: A FRAMEWORK PROPOSAL

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ABSTRACT

The use of personas as a methodological tool was quite widespread in the last decade in the areas related to digital marketing and UX (User Experience). Despite that, the number of scientific publications is still not very significant. The paper's aim is to present a framework that helps the process of creating and optimizing personas by a case study. The methodological procedures were: framework conceptual building and its application as a digital marketing case study. The application involved: dataset preparation; spreadsheets analysis and clusters analysis. For the last one, two types of process analysis were used: discoverer and organizer (by Vortx Software). As a result the research presents a framework with six steps: 1Idealization; 2 Interaction; 3 Analysis; 4 Adjustments; 5 Predilection and 6 Prescription. The framework was applied through a case study and the results emphasize steps 3 and 4, demonstrating their relevance to the full process that involves 06 steps. From the spreadsheets analysis it was possible to notice that the most representative profile (25% of database) had not been idealized, revealing the necessity to create a new persona. The cluster analysis tool identified nine groups of individuals with similar behaviors, showing a better way to communicate using a different digital marketing strategy for each persona.

Keywords: Personas, Digital Marketing, Interaction, Personas Framework, Cluster Analysis, Personas case study