

MI Homes Personas

Bill is a computer programmer. He is 28 and married to Brenda, who works as an administrative assistant. They are expecting their second child. They live in a rented townhouse off of Sawmill road and they are looking for their first home. They are trying to decide between a new build or an existing home. Bill does not have a lot of time at home or work to look for new home builders so he needs to find information fast. Brenda wants a home with a fenced backyard so they can purchase a swing set for the two-year-old daughter Kirsten.

Goals:

- Make a good financial decision.
- Own their first home.
- Have separate bedrooms for the kids and a yard where they can play.

Questions:

- What are the benefits of a new build over an existing home?
- What is your process of building a new home?
- Can we afford to live in a community with good schools and access to parks?
- How good is the home warranty?

Solutions:

- Offer locations in good school districts and homes in varying price ranges.
- Offer info on the home building process.
- Add where the school district ranks in the country and in the state info too.
- Offer information about what is close to these locations: malls, activities, parks.
- Offer the benefits of buying a new home over an existing one.
- Offer benefit-driven warranty info.
- Offer calculator of how much home they can afford.

Margaret is a buyer for Big Lots. She is 38 years old and single. She makes an impressive salary and gets a good bonus every year. She drives a new Lexus. She wears designer clothing. She works with people who are very image conscious. She loves to name drop and tell people all the great places she goes on vacation. She is an avid golfer and wants to live on or near a golf course. She loves to have parties and cookouts to entertain her family, friends and co-workers. She wants everyone to be impressed with her house.

Goals:

- Live in an affluent neighborhood.
- Live on or near a golf course.
- Own beautiful and luxurious home.

Questions:

- Can she live in a more prestigious community?
- Where does everyone else want to live?
- Can she get the best upgrades on products?
- Are there any specials or promotions going on now?
- What is the most stylish home?
- What is the most popular model?

Solutions:

- Offer prestigious locations.
- Offer upper-end home models.
- Offer listings of most popular models.
- Offer information about what is close to these locations: malls, activities (golf).
- Add info if any locations are on or near a golf course.
- Offer any promotions like free upgrades on products.

Lisa is a nurse and she is 25 years old. She is looking for her first home and she is considering a new build so she won't have to worry about costly repairs. She wants to be close to downtown but still in the suburbs so she can take her dog for a walk everyday. She wants to live in a neighborhood that recycles. She belongs to many activist groups and regularly meets with her adopt-a-highway team to pick up trash. She is money conscious and does not plan to stay in this home more than seven years.

Goals:

- Buy a home in a community that recycles.
- Be able to sell home within seven years.
- Buy a home from a reputable company that will take care of her.
- Feel good about the company, process and the home-buying decision.

Questions:

- How will your homes make me feel?
- Who has bought your homes?
- What will it feel like to work with your company?
- Can I trust you?

- What are your values?

Solutions:

- Offer a step-by-step home building process. We will walk you through every step of the home building process.
- Offer info like members of the home building associations and the BBB. Ratings of service? "We have won the consumers choice award for home builders five years in a row."
- Offer company information about what you have done for the community. "We donated a home to the 9/11 hero." "We are active in our community by donating \$10 million dollars to Columbus Public Schools."

John is a retired lawyer. He is 50 years old. His wife Tiffany is 48 and they have two grown children (Robert and Emily) and four grandchildren (Bobby, Mark, Leslie and Lisa). During his career, he worked very hard and put in a lot of long hours to make senior partner at his law firm. He wants to purchase a new home close to a country club so he can play golf and tennis every day that it is not raining and his wife can take tennis lessons and yoga classes. Tiffany enjoys gardening so she wants a home on a larger lot so she can have lots of flowerbeds, a spacious patio and an outdoor kitchen. She loves to watch HGTV to get gardening ideas. John drives new Mercedes sports car and a sedan; Tiffany drives a new Range Rover. They both love to entertain friends and family. They want extra bedrooms so their children and grandchildren can visit. John wants a media room so he can watch football games with his son. Tiffany wants to visit the Home Show to look at models and get gardening and landscaping ideas. They would both like a ranch-style home with a finished basement.

Goals:

- Live in an affluent neighborhood.
- Get a well-built home and a good value.
- Get a large lot so his wife can garden.
- Be close to a country club.

Questions:

- Why you are better than other home builders?
- Why you are the better choice?
- Are you credible company?
- Can I track the progress as my house being built?
- Can we live in a more prestigious community?
- Can we have a larger lot?
- Can we live near a country club?

Solutions:

- Offer BBB rating, consumer awards.
- Offer ability to track home progress online.
- Offer prestigious locations.
- Offer higher-end home models.
- Offer info on the home build process.
- Offer information about what is close to these locations: malls, activities, parks, country clubs.
- Offer benefit-driven warranty info.
- Offer info about models and photos of homes at the Home Show.

Additional info to include in personas:

- Where they are in the buying process
- Keywords they would use
- Computer/internet level and usage
- Education level
- Tie in with data research
- User flow through site
- Tag lines
- City/State
- Physical description/photos

Benefits of personas:

- Helps define site navigation, content and keywords
- Can track to see which persona generates the most contacts/sales for the company