

Panoptic Personas

Listen to your audience to ensure you can meet their needs, for a one-off fee - from only £9k

Creating Panoptic Personas will help you to understand your users' needs, experiences, behaviours and goals.

We use search analytics data, industry research, demographic and behavioural data resources, to gain an accurate understanding of the audience segments that matter to you.

Before what? Ask for whom?

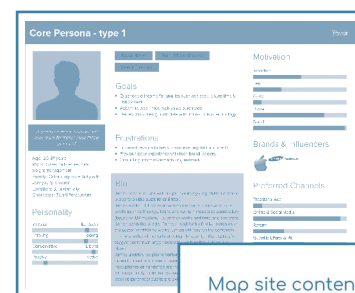
Develop a series of core personas to define the size, demographics, personality, goals, motivations, frustrations, preferred channels etc. of your audience.

Optimise your UX & content

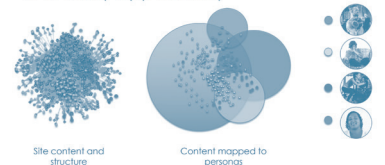
Is your website currently meeting their needs? Highlight content gaps and opportunities to improve user experience.

Plan your cross-channel strategy

Insights from the personas will provide crucial input into your business strategy across multiple channels.



Map site content to personas to identify opportunity



“This work has been very insightful for us. Being able to utilise customer search to gain insight into customer personas offers a window into the concerns and pain points in a decision making process, that is often concluded before we even speak to a customer. Reducing that friction will have immediate benefits.”

Nick Moir, Head of Marketing.



Let's chat

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