

Greetings MS-CXM Applicant,

Now that we've gotten the formal MSU graduate school admissions process out of the way, we'd like to get to know you on a more personal level by completing an exercise that we hope will be fun and creative for you. This activity will be utilized in evaluating your application and helping your classmates to know you better if selected:

Persona: Using Microsoft Powerpoint, Google Slides, or a similar presentation program and drawing on examples such as [these](#), create a persona in a **single slide** that addresses the following:

- Name
- Photo: Provide a photo that best represents your personality.
- Quote: Beneath your photo, provide a quote or tagline that represents you as an individual.
- Defining Traits: Identify at least three traits or distinguishing qualities or characteristics that define you as an individual while providing a one-sentence description of each.
- Education: Provide your educational background, beginning with your most recent degree, in reverse chronological order.
- Work Experience: Provide a brief synopsis of your work experience, mainly work experience that you feel is most relevant to the MS-CXM degree program.
- Goals: What are your career goals?
- Motivations: What motivations underlie or help to explain your career goals?
- Frustrations: What have been the greatest frustrations you've experienced while attempting to achieve your career goals?
- Hobbies and Interests: When you're not working, how do you like to spend your spare time?
- Brands: What brands best represent you as an individual?
- Personality Traits: Utilizing the personality trait indicators (see examples below)

Once you've completed your slide, convert it to a pdf document and upload the document directly to the application.

JEROME CARTER

USER PERSONA

Age: 32
Occupation: Communications
Family: Wife, 2 children (ages 2 and 4)
Location: New York City, NY

Purchasing Motivations

- DESIGNER PRODUCTS
- ECO-FRIENDLY
- PERSONALIZATION
- LOW PRICES
- CONVENIENCE
- SOCIAL

Goals

- To reduce emails sent
- To reduce inbound calls
- To automate more process
- To keep track of everything

"When people have to ask less questions, the team gets more work done."

Bio

Jerome has been in communications for ten years, and he works for a medium-sized enterprise in a senior position.

He loves to problem solve, create innovative solutions, improve efficiency and productivity.

He manages important clients for the company and oversees major projects by working with small teams of 7 people.

Frustrations

- Confusing UX leads to more inquiries
- Lack of standardization leads to more follow ups

Personality

EXTROVERT — INTROVERT

ANALYTICAL — CREATIVE

LOYAL — IMPULSIVE

PASSIVE — ACTIVE

Trusted Brands

TRACY CHADWICK

"I'm looking for a forward thinking, forward way of communicating information."

AGE: 29
OCCUPATION: Director of Sales
STATUS: Single
LOCATION: Portsmouth, NH
TIER: Multi-use
ARCHETYPE: Creator

Bio

Tracy is a Director of Sales for an ad agency. Her problem is that traditional ads look boring. She is specifically looking for highly customizable designs that can be used to create slides for a presentation. She is motivated to be more creative and have her work stand out.

Goals

- Sed ut perspiciatis unde omnis iste
- Emo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit
- Quis autem vel eum iure

Personality

Introvert — Extrovert

Intuitive — Sensing

Thinking — Feeling

Judging — Perceiving

Frustrations

- Ut enim ad minima veniam
- Neque porro quisquam est, qui dolorem ipsum
- At vero eos et accusamus et iusto odio

Brands

Technology

IT & Internet

Design Software

Mobile Apps

Social Media

Creative

Intelligent

Productive

Hard working