

USER PROFILE

Age: 30-45 yrs

Marketing Generation: Millennial

Location: New York, United States

Reports to: Board of Directors, providing updates on marketing initiatives, proposing new strategies, and seeking approval for budget allocation towards AI marketing technologies.

Responsibilities: Dan is responsible for overseeing the marketing strategy, executing campaigns, analyzing performance data, and exploring opportunities to integrate AI into various aspects of marketing operations.

Jobs to be done: Dan's key job is to drive marketing innovation through AI adoption, optimize campaign effectiveness with data-driven insights, enhance customer experiences through AI personalization, and stay ahead of competitors by leveraging advanced marketing technologies.

Factors influencing purchase decisions: The scalability and flexibility of AI solutions, the potential for improved targeting and personalization, the track record of AI vendors in the marketing industry, and the alignment of AI capabilities with specific marketing objectives.

Triggers: Industry reports on the benefits of AI in marketing, success stories of competitors leveraging AI technologies, networking with peers who have implemented AI solutions, and experiencing limitations of traditional marketing approaches.

Role in buying committee: Dan plays the role of a Business Decision Maker and an Executive Sponsor/Champion in the buying committee, advocating for AI investments in marketing, evaluating the potential impact on business goals, and ensuring alignment with overall company objectives.

Role in decision-making process: Dan leads the decision-making process when it comes to adopting AI technologies in marketing, collaborating with internal teams to assess needs, evaluating vendor proposals, and championing the integration of AI into the marketing strategy.

Goals: To deploy advanced marketing strategies and AI tools to optimize campaign performance, enhance customer engagement, and increase ROI.

Motivations: Dan is driven by the desire to stay competitive in the fast-paced marketing industry, leverage new technologies to create impactful campaigns, and deliver superior results for the company.

Key needs: Access to AI-powered marketing tools and platforms, training and upskilling in AI technology, support in crafting effective AI-driven marketing strategies, and guidance in measuring the success of AI initiatives.

Core challenges: Keeping up with the latest trends in marketing technology, navigating the complexities of AI implementation, and ensuring seamless integration of these solutions into existing marketing practices.

Day-to-day pain points: Balancing the demands of traditional marketing with the need to innovate with AI, managing data privacy and security concerns, and aligning marketing strategies with rapidly changing consumer behaviors.

Perceived barriers: Limited budget for investing in AI technologies, resistance to change from stakeholders, lack of internal expertise in AI implementation, and uncertainty about the ROI of AI in marketing.

PROMPTS + INTERVIEW QUESTIONS

Prompt 1:

I've uploaded a document containing the ideal user profile for a new product called Research Persona by Delve AI.

It allows users to create user personas directly from their research data. Users can either describe their product/service and target audience, or upload their primary and secondary research data to create multiple user personas in minutes.

I want you to create a set of seven diverse respondents for a user discovery interview (involving a mix of open-ended and survey-style questions), belonging to this user profile. Include detailed information about their demographics (age, gender, location), career profile, responsibilities, jobs to be done, goals, needs, buying behavior, role in decision-making process, and key obstacles.

Prompt 2:

Now, run these user interview questions through each of these seven personas. Ensure that the personas adopt the language and style of speaking normally used by respondents in a real interview and explain the reasons behind their responses in detail.

1. Can you walk me through how you or your team currently create user personas?
2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)
3. How long does it usually take your team to create or update user personas?
4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)
5. What are the biggest challenges you face when creating or maintaining user personas?
6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?
7. What features would you expect or need from a tool like this?
8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

9. Would you be open to testing a new tool that helps you create personas faster using your research data?
10. In your opinion, what would make this kind of product a 'must-have' instead of just a 'nice-to-have'?

Prompt 3:

Great, now create a concise and professional report of the insights gained from these user interview responses. Only include what they like about this product idea, the problems or concerns they have about it, along with quotes to support key findings.

INTERVIEW RESPONSES

1. Dan Miller, VP of Marketing (Retail E-commerce)

1. Can you walk me through how you or your team currently create user personas?

“We kick off every new campaign with a day-long workshop. I pull together our in-house analysts, creative director, and a couple of account managers. We review recent Google Analytics segments, customer support tickets, and any interview notes. We sketch personas on a whiteboard—name, photo, bullet points—then the analysts refine them into a slide deck.”

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

“Mainly web analytics (GA4), customer-service CRM logs, and snippets from focus-group transcripts. We’ll also dump in Net Promoter Score survey results if they’re fresh.”

3. How long does it usually take your team to create or update user personas?

“Roughly two weeks end to end—kickoff, whiteboard workshop, analysis, slides. If you count stakeholder review rounds, add another week.”

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

3. “I trust the broad strokes—age, gender, rough motivations—but I don’t believe we’ve drilled into their real daily challenges.”

5. What are the biggest challenges you face when creating or maintaining user personas?

- “Scheduling busy execs and analysts for the workshop.”
- “Manual transcription and tagging of interview notes.”
- “Keeping personas up to date as campaigns evolve.”

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

“Off the charts valuable—if the quality is there. Two weeks to two minutes would be a game-changer.”

7. What features would you expect or need from a tool like this?

- “Uploads for quantitative (CSV) and qualitative (text) data.”

- “Auto-generated slides with editable sections.”
- “Integration with GA4 and our CRM.”
- “Collaboration comments in the tool.”

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“We trialed a generic AI-presentation tool—gotcha cartoons, vague bullet points. We abandoned it because it wasn’t connected to our data.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Absolutely—just need a pilot option so we can prove ROI before scaling.”

10. In your opinion, what would make this kind of product a ‘must-have’ instead of just a ‘nice-to-have’?

“Reliable, data-backed draft personas that save me weeks of prep—and that I trust enough to show to the board without heavy rework.”

2. Priya Patel, Marketing Operations Manager (Fintech Startup)

1. Can you walk me through how you or your team currently create user personas?

“I’m usually in Zapier and Google Sheets all day. I export survey results, run basic pivot tables, then manually craft personas in Slides alongside screenshots of data tables.”

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

“Survey forms (Typeform), CRM exports (HubSpot), and occasional customer-support chat logs.”

3. How long does it usually take your team to create or update user personas?

“If I’m fast, a persona takes me one full day—cleaning data, slicing segments, then writing up.”

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

2. “I worry I’m missing subtle qualitative insights—especially for behavior motivations.”

5. What are the biggest challenges you face when creating or maintaining user personas?

- “Data cleaning is a nightmare; lots of missing fields.”
- “Manual tagging of survey free-text responses.”
- “Balancing depth vs. speed—I need to deliver quickly.”

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

“Invaluable. If I could point it at my HubSpot and Typeform exports and get polished personas, I’d free up so much time.”

7. What features would you expect or need from a tool like this?

- “Auto-cleanup and deduplication of survey data.”
- “Highlight key quotes from open-ends.”
- “One-click exports back into HubSpot segments.”

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“Tried a startup that claimed automated insights—it did keyword clouds but no real persona. It felt like a gimmick.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Yes, especially if there’s a ‘sandbox’ environment where I don’t need to risk our live data.”

10. In your opinion, what would make this kind of product a ‘must-have’ instead of just a ‘nice-to-have’?

“If it plugs directly into our stack and saves me a full headcount’s worth of manual work, that’s must-have.”

3. Marcus Johnson, Director of Growth Marketing (B2B SaaS)

1. Can you walk me through how you or your team currently create user personas?

“We start with our quarterly ABM sprint: we pull our database of 1,000 contacts, segment by job title/company size, then build personas in PowerPoint, enriched by quotes from sales calls.”

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

“Salesforce reports, Gong transcripts, and downloadable webinar-registration surveys.”

3. How long does it usually take your team to create or update user personas?

“Two teams spend about a week in total: half for data prep, half for creative write-ups.”

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

4. “Our personas are pretty solid for ABM targeting but get stale fast.”

5. What are the biggest challenges you face when creating or maintaining user personas?

- “Constant data silos between sales and marketing.”
- “Manual stitching of qualitative and quantitative sources.”
- “Keeping personas fresh as campaigns change.”

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

“Extremely—our quarterly cycles would collapse into a day, letting us react to market shifts in real time.”

7. What features would you expect or need from a tool like this?

- “Deep integration with Salesforce and Gong.”
- “Automated persona updates as new data flows in.”
- “Shareable live-link personas instead of static slides.”

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“We used an NLP-based insights tool for call transcripts—it surfaced keywords but no structured personas.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Definitely. We run pilot programs every other month for new demand-gen tech.”

10. In your opinion, what would make this kind of product a 'must-have' instead of just a 'nice-to-have'?

"If it directly drives pipeline acceleration—i.e., shows we converted X more accounts—that's non-negotiable."

4. Elena Rodriguez, Chief Marketing Officer (Non-profit)

1. Can you walk me through how you or your team currently create user personas?

"We convene stakeholders—program leads, fundraising, comms—for a half-day session. Someone takes notes; our junior marketer drafts personas in Google Docs."

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

"Donor surveys, post-event feedback forms, and anecdotal stories from our frontline staff."

3. How long does it usually take your team to create or update user personas?

"Roughly one week from planning to final draft—when budget and timing allow."

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

2. "Given our tight resources, I know we oversimplify their true motivations."

5. What are the biggest challenges you face when creating or maintaining user personas?

- "Very small sample sizes and spotty survey responses."
- "Board wants polished visuals but we can't afford designers."
- "Vendor procurement cycles drag everything out."

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

"It would be revolutionary—especially if it can handle low-volume data gracefully."

7. What features would you expect or need from a tool like this?

- "Non-profit pricing."
- "Templates geared toward donor archetypes."
- "In-tool collaboration for remote teams."

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“None so far. We can’t risk unproven tech on our grants.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Yes—but only if we can get a free pilot or major discount.”

10. In your opinion, what would make this kind of product a ‘must-have’ instead of just a ‘nice-to-have’?

“If it demonstrably boosts donor retention or gift size without heavy lift, it becomes a budget priority.”

5. Alex Chen, Head of Digital Marketing (DTC Apparel)

1. Can you walk me through how you or your team currently create user personas?

“I run persona sprints: dump social listening data into a spreadsheet, then craft quick slides with bullet-point personas for the creative team.”

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

“Brandwatch exports, Shopify customer cohorts, and Instagram poll results.”

3. How long does it usually take your team to create or update user personas?

“Usually two days per persona—one for data, one for write-up.”

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

3. “We capture high-level trends but miss micro-segments like Gen Z’s behavioral nuances.”

5. What are the biggest challenges you face when creating or maintaining user personas?

- “Manual export from each platform.”
- “Creative team needs more storytelling context.”
- “Too many revisions when data changes.”

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

“Huge: test-learn cycles would speed up by 3×, and we could spin off new segments on demand.”

7. What features would you expect or need from a tool like this?

- “Live-sync with social APIs.”
- “Exportable briefs for copywriters.”
- “Automatic highlight of trending topics per segment.”

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“We tried a social-listening AI that created interest clusters—it was neat but didn’t tie back to personas.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Yes—beta invites are my favorite way to get a head start on trends.”

10. In your opinion, what would make this kind of product a ‘must-have’ instead of just a ‘nice-to-have’?

“If it plugs into our creative workflow and cuts our iteration time in half, it’s indispensable.”

6. Sophia Nguyen, Performance Marketing Lead (Health-tech Scale-up)

1. Can you walk me through how you or your team currently create user personas?

“We meet with product managers and compliance, review patient-vs-provider survey data, then I manually segment in SQL and write personas in Confluence.”

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

“HIPAA-compliant survey exports, funnel data from our BI tool, and interview transcripts.”

3. How long does it usually take your team to create or update user personas?

“At least two weeks—compliance reviews add days, then data segmentation and approvals.”

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

3. “We’re confident about high-level segmentation (patient vs. provider) but not nuances like emotional triggers.”

5. What are the biggest challenges you face when creating or maintaining user personas?

- “Strict data-security processes slow me down.”
- “Need to annotate compliance notes alongside persona details.”
- “Alignment across legal, growth, and product teams.”

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

“Critical—especially if the tool is certified HIPAA-compliant so we don’t need extra legal time.”

7. What features would you expect or need from a tool like this?

- “Built-in compliance templates.”
- “Audit logs for data sources.”
- “Easy export into our BI dashboards.”

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“No—security team blocks anything without SOC 2 type 2 or HIPAA attestation.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Only if we can run it in our secure cloud environment and review code/policies first.”

10. In your opinion, what would make this kind of product a ‘must-have’ instead of just a ‘nice-to-have’?

“If it’s a turnkey, compliant solution that saves me weeks of back-and-forth, it’s no longer optional.”

7. Liam O’Reilly, Independent Marketing Analytics Consultant

1. Can you walk me through how you or your team currently create user personas?

“I ask clients for all raw research—PDFs, transcripts, CSVs—then I spend a chunk of time normalizing formats before building personas in Illustrator and PowerPoint.”

2. What types of data do you usually use? (e.g., interview transcripts, survey results, web analytics, etc.)

“Qualitative interview transcripts, survey exports, website heatmap snapshots.”

3. How long does it usually take your team to create or update user personas?

“Roughly 20–30 hours per client engagement, depending on complexity.”

4. On a scale from 1 to 5, how confident are you that your current personas accurately represent your users? (1 = Not confident at all, 5 = Extremely confident)

4. “I’m confident in my deliverables, but I’d love to iterate faster if new data arrives.”

5. What are the biggest challenges you face when creating or maintaining user personas?

- “Mismatched file formats from clients.”
- “Keeping version control straight across design files.”
- “High manual effort for each new client.”

6. If a tool could help you generate accurate, data-driven personas in just minutes from your existing research, how valuable would that be for you or your team?

“Massive—if I can cut out the tedious prep, I could take on more clients and boost my revenue.”

7. What features would you expect or need from a tool like this?

- “Drag-and-drop imports for any file type.”
- “Customizable output (PowerPoint/Google Slides).”
- “White-labeling and exportable assets.”

8. Have you ever used an AI-based or automated tool for persona creation before? If yes, what was your experience like?

“Played with a couple of GPT-powered summarizers—good for highlights but not full persona structure.”

9. Would you be open to testing a new tool that helps you create personas faster using your research data?

“Yes: I live for early access, especially if there’s a consultant pricing tier.”

10. In your opinion, what would make this kind of product a ‘must-have’ instead of just a ‘nice-to-have’?

“If it reliably produces client-ready assets, including design exports, in under an hour—I’ll recommend it to every client I have.”

USER INTERVIEW RESULTS

What Respondents Like About the Product

1. Time Savings and Workflow Efficiency

Respondents consistently emphasized the value of significantly reducing the time required to create or update personas.

- “Two weeks to two minutes would be a game-changer.” – Dan, VP of Marketing
- “If I could point it at my HubSpot and Typeform exports and get polished personas, I’d free up so much time.” – Priya, Marketing Operations Manager

2. Data-Driven Accuracy

Interviewees appreciate the promise of automatically synthesizing both qualitative and quantitative research into cohesive personas.

- “Mainly web analytics, CRM logs, and focus-group snippets but it’s still guessing sometimes. An AI that ties it together would boost confidence.” – Dan, VP of Marketing
- “We need those key quotes from open-ends surfaced automatically, not just keyword clouds.” – Priya, Marketing Operations Manager

3. Seamless Integrations & Exports

Strong interest in one-click connectors to existing tools and instant exports into preferred formats.

- “Deep integration with Salesforce, plus shareable live-link personas instead of static slides.” – Marcus, Director of Growth Marketing
- “One-click exports back into HubSpot segments would slot right into my daily workflow.” – Priya, Marketing Operations Manager

4. Collaboration & Shareability

The ability to comment, iterate, and distribute personas across teams and clients resonated deeply.

- “Collaboration comments in the tool would save endless email chains.” – Dan, VP of Marketing
- “White-label exports for clients and editable decks are non-negotiable for my consultancy.” – Liam, Independent Marketing Analytics Consultant

5. Compliance & Security

Particularly for regulated industries, built-in compliance templates and audit trails are seen as essential.

- “Only if the tool is certified HIPAA-compliant so we don’t need extra legal time.” – Sophia, Performance Marketing Lead
- “We need audit logs for data sources before we’ll even demo it to the team.” – Sophia, Performance Marketing Lead

Problems & Concerns

1. Trust & Quality of AI Outputs

Many worry about generic or “black-box” personas that lack depth or clear linkage to source data.

- “We abandoned a generic AI-presentation tool because it wasn’t connected to our data.” – Dan, VP of Marketing
- “It felt like a gimmick when a tool gave me keyword clouds instead of real personas.” – Priya, Marketing Operations Manager

2. Data Privacy & Compliance Hurdles

Strict internal reviews and regulatory requirements can slow or block adoption.

- “Security team blocks anything without SOC 2 type 2 or HIPAA attestation.” – Sophia, Performance Marketing Lead
- “I need a sandbox environment where I don’t risk exposing live data.” – Priya, Marketing Operations Manager

3. Integration Complexity

Limited engineering resources and data silos make custom connectors challenging.

- “Constant data silos between sales and marketing slow us down.” – Marcus, Director of Growth Marketing
- “Limited technical resources mean we can’t build every custom integration ourselves.” – Priya, Marketing Operations Manager

4. Budget & Procurement Constraints

Nonprofits and startups seek low-risk trials, discounts, or freemium models before committing.

- “Yes—but only if we can get a free pilot or major discount.” – Elena, CMO (Non-profit)

- “I can sign off on purchases under \$50 K; anything more needs CEO approval.” – Alex, Head of Digital Marketing

5. Handling Low-Volume or Disparate Data

Small sample sizes and varied file formats challenge automated tools’ effectiveness.

- “Very small survey samples—can your AI handle low-volume data gracefully?” – Elena, CMO (Non-profit)
- “Mismatched file formats from clients mean I spend hours normalizing before persona work.” – Liam, Independent Marketing Analytics Consultant