

Personas

A persona is a definition of a specific group of website visitors. The definition is based on behavioral or personal properties it allows you to view the website through the eyes of the specific persona. The "Personas" functionality works together with [personalization expressions](#) that have been applied to your website content. For example, you can use a persona to view your website as it will be seen by visitors who are logged in or who have registered themselves with the website and created a user profile.

Personas work hand in hand with content personalization. When content has been personalized with a Personalization, you can preview how the content item will appear to the visitor belonging to the Persona. For complete information on personalizing content, see [Personalizations](#).

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Creating a Persona


When you create a persona, it is added to the Context Widget where you can select it and preview your website through the eyes of the specific persona. To create a persona, follow these steps:


1. Navigate to **Configuration > Personas**.
2. Click [Add Persona]. A new Persona with empty details appears.
3. Define the following properties:

Property	Description
Name	The name of the persona. This name appears in the list of Personas as well as in the drop-down list in the Context Widget.
Description	The description of the Persona. It should explain which group of website visitors it applies to. The description only appears in the Persona Details section.
Persona image	Click [Browse] to select an image, or avatar, to use for this Persona. The avatar you select appears together with the name of the Persona in the list as well as in the drop-down list in the Context Widget.

4. Click [Save].

For example:


Personas (1)
[Hide List](#)
+ Add Persona

Name
 Registered Visitors

Detail

Name:


Registered Visitors

Description:

Visitors who have registered.

[Advanced Properties](#)

Persona image:


☐ Delete

Browse

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Advanced Settings

In the Advanced Settings, you define the facet of visitors that the Persona applies to. This is done by entering XML that defines the group by use of properties retrieved from the user profiles. For example, "Logged in", "Registered", "Opened newsletter" and so forth. When a website visitor is a match with the defined properties, the Persona applies to him or her.

Expand the section by clicking the "Advanced Settings" link. The "User Session" field appears. Enter XML that defines the website visitor profile properties and values that make this persona applicable to a website visitor. For example:

```
<userprofile>
  <profile>
    <properties>
      <property>
        <id>interested_in</id>
        <values>
          <value>Training</value>
        </values>
      </property>
    </properties>
  </profile>
</userprofile>
```

Personalisation example: /root/system/userprofile/profile/properties/property/values/value = 'Training'

For example:

The screenshot shows a web interface for managing personas. At the top, there's a header with a person icon, 'Personas (1)', and a 'Hide List' link. A '+ Add Persona' button is in the top right. Below the header is a table with one row: 'Registered Visitors'. Under the table, there's a 'Detail' section. It contains a 'Name' field with 'Registered Visitors', a 'Description' field with 'Visitors who have registered.', and a 'Persona image' section with a placeholder image, a 'Delete' checkbox, and a 'Browse' button. Below the detail section is an 'Advanced Properties' section. It contains a 'User Session' field with a text area containing XML code:

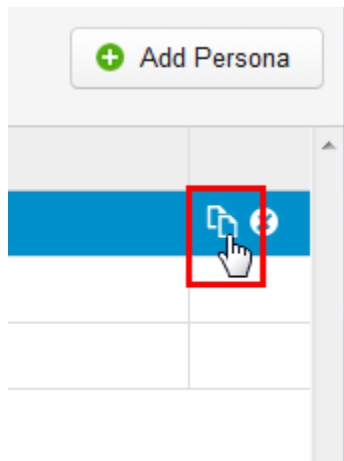
```
<properties>
  <property>
    <id>is_registered</id>
    <values>
      <value>yes</value>
    </values>
  </property>
</properties>
```

 The text area is highlighted with a red border.

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Copying a Persona

You can quickly and easily make a copy of a Persona. This makes it possible to create a new Persona based on an existing one and then make the necessary modifications. To copy a Persona, hover the mouse over the name of the Persona in the list and click the "Copy" icon:

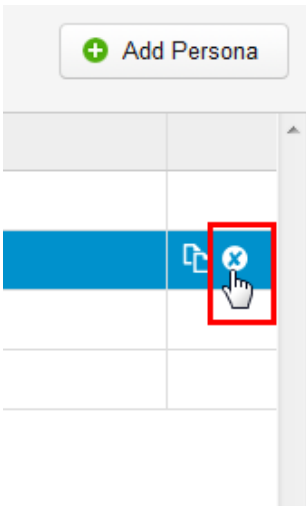


A copy of the Persona appears. By default the name of the new Persona is "Copy of [Persona name]".

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Deleting a Persona

To delete a Persona, hover the mouse over the name of the Persona in the list and click the "Delete" icon:



Click [OK] to confirm the deletion.

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