Narrate the different types of users, based on clusters of behaviours and needs

Each persona is a reference model representative of a specific type of users. Technically, they can be called behavioural archetypes when they focus on capturing the different behaviors (e.g. "the conscious chooser") without expressing a defined personality or socio-demographics. The more the archetypes assume a realistic feeling (e.g. name, age, household composition, etc.), the more they become real personas, fully expressing the needs, desires, habits and cultural backgrounds of specific groups of users.

Personas. We all need somebody to lean on.