



## JonJu Tech Ltd.

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### Title: Psychoanalysis of Persona in Marketing

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### What it is all about

Forms for collecting data to construct personality types for perceived buyers abound, but these rarely discover the essential links between the mindset of a buyer and a seller. It is analogous to judging a book by its cover to try and understand a personality by analysing its trivial habits or attributes.

This whitepaper analyses the personality types of an engineer (the seller) in relation to a product designer (the buyer) on a deeper psychoanalytic level and draws conclusions therefrom.

### Quick Learn

- Don't judge buying persona by trivia that are largely irrelevant to the objective of finding messages that will draw buyers to a product or service
- Match the personalities of buyer and seller. Too often marketing fails to recognise that it is the link between these that generates sales, not a trait of one or other.
- Identify the core drivers of the personality types and identify where buyer comfort and seller discomfort are.
- Make the messaging 90% seller discomfort and 10% seller comfort.

### Theory

The righthand and lefthand sides of the brains are believed to dictate the personality types, or tastes, of people. It is believed that the left covers our abilities to be analytical and deal with method and that the right gives us the ability to be creative and artistic. No person is totally left or right sided, but one usually dominates.

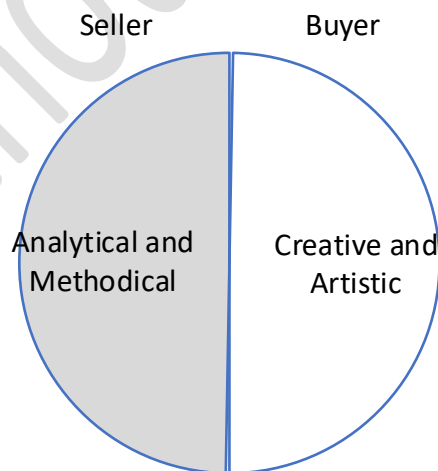


Fig 1.

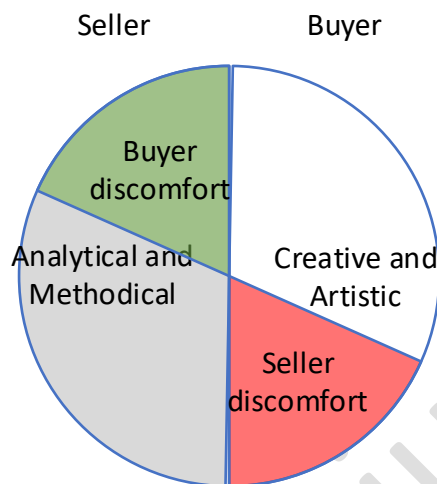
Fig 1. denotes the left as the dominant selling personality and the right as the dominant buying personality, but it could of course be the other way around, and the personalities are shown as antagonistic. When there is no common ground there is unlikely to be effective communication.



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With the model shown, the seller must stray into an area of discomfort to appeal to the buyer, as the diagram below shows.



To examine a real example, the seller could be an engineer and the buyer a product designer. Theoretically, engineers are obsessed with utility and have little regard for elegance and beauty, and product designers are obsessed with elegance and aesthetic appeal. If the model is left so, the two types would become antagonistic (Fig 1), and any communication would have little common ground. The reality is that utility dominates for engineers and elegance and aesthetic appeal for product designers, but the model bears more investigation because it is nuanced.

### Product Designers

Product designers would certainly put the word creative above analytic, but they must be analytic to a degree because method is essential to progress a product from concept to completion. Furthermore, having created an appealing product concept, they must translate the same into hard reality using mechanical engineering software.

This is best illustrated by an example. Imagine that a product design company has been tasked with designing a new electronic toothbrush. The first port of call is the concept. The PD company will associate shapes, colours and forms with the notion of clean teeth, or some other such abstract objective. All will be about the look and feel of the product, and very little about the function (possibly some data will be collected to physically limit the form, but this is secondary). The PD company will create computer graphics of the perceived finished product and present these to its client. On completing this 'concept' phase, the PD company will bridge the gap between reality and the concept by designing the product physically, i.e., actual dimensions will be generated and something real produced. The important thing to note here is that the first thought is looks and utility follows. Product Designers must have a methodical and analytic element to them, but it is secondary. Engineers are diametrically opposed to this.



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### Engineers

The first thought of an engineer is utility. How can something be designed to meet the performance, and only as a pale second is 'how it looks' considered.

Taking the electric toothbrush analogy again, an engineering company would ask itself how fast the head must rotate, how many oscillations per second produce the best result, etc. Thereafter the engineer will look for hardware (motors, etc.) that will achieve the tangible goals. Having done this, the engineer will design the enclosure around whatever results.

### Outcome

The above descriptions aren't always exactly true, but it is certainly true that product designers first think how it must look, and then consider how it must function. Engineers do this the other way around.

### Objective

To find the common ground between the selling and buying personalities so that communication from seller to buyer is effective.

### Results

For an engineering company to sell to product design company it must consider how its offering will appeal to a mindset that is predominantly creative and artistic. The best way to do this is to brainstorm.

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### Definitions

BLE: Bluetooth Low Energy

EMC: Electromagnetic compatibility

ESD: electrostatic discharge

FMEA: failure mode and effect analysis

JJ: JonJu Tech Ltd

PCB: printed circuit board without components assembled on it

PCBA: printed circuit board with components assembled on it



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Production Release (PR): date at which production is launched without any involvement or supervision from a design authority.

SLEEP: a low current condition that a device can be put into to reduce its requirement for current, and hence longevity if powered by a battery.

WP: white paper

Without Prejudice