Empower Persona Simulator

Dynamic, simulated personas help organizations gather a deep understanding of internal and external customers. Our unique simulated personas allow you to create simulated employees and numerous categories of segmented users. Using machine learning, the personas will help you gain insight on how each customer segment will react to a product, service or message and predict future reactions as the personas develop. It can simulate a population where ideas can be tested at a fraction of the cost.

Collecting Data

The personas develop by using data that comes from multiple sources and begin to learn what the customers wants and needs, as well as their motivation. The personas continually learn from data collection, using internal customer data, census information, and social media as examples, to develop a more defined persona that has opinions, interests and other relevant characteristics.
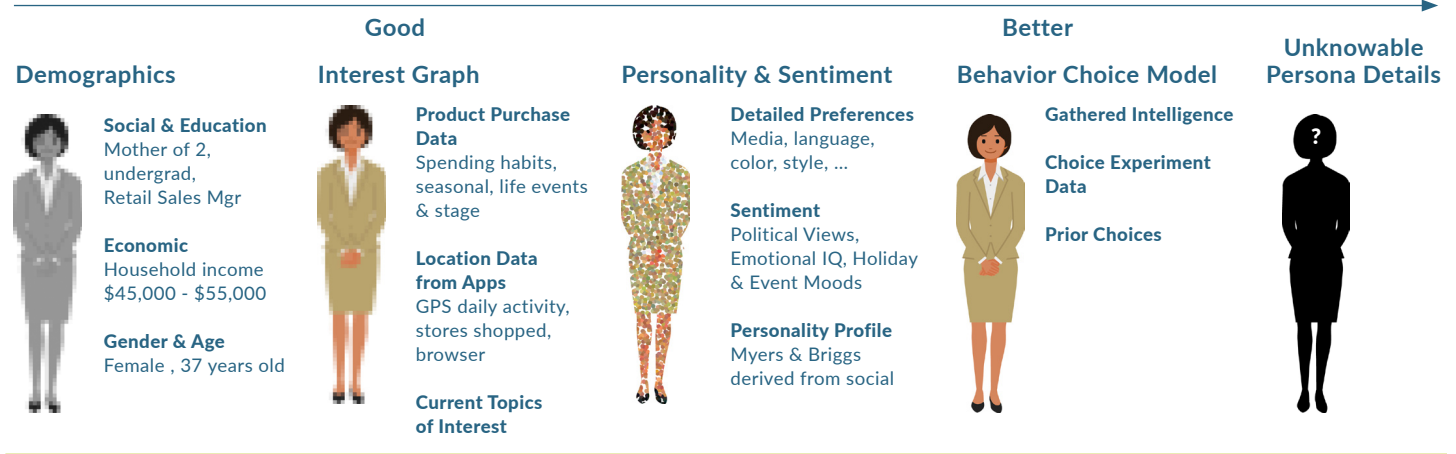
Validation

In a simulated environment, you can run tests with simulated personas to determine how each of the customer models would react to your message. The more developed the persona is, the more granulated the information can be. Using simulated personas allows you to receive results based on data gathered over time, which gives you a more realistic pattern of users unlike surveys and polls that are often based on emotions at the time questions are asked.

Quantified Results

Simulated personas provide continuous learning from your current or future customers, which allow organizations to predict how customers' habits may impact messaging, product or services. An simulated personas allows you to present a message and see how it responds to (and score) that messaging from the viewpoint of that customer segment and how outside influences are causing your personas to change.

How Complete is Your Model?

Good → Better → Unknowable Persona Details

Demographics

Social & Education
Mother of 2, undergrad, Retail Sales Mgr

Economic
Household income $45,000 - $55,000

Gender & Age
Female , 37 years old

Interest Graph

Product Purchase Data
Spending habits, seasonal, life events & stage

Location Data from Apps
GPS daily activity, stores shopped, browser

Current Topics of Interest

Personality & Sentiment

Detailed Preferences
Media, language, color, style, ...

Sentiment
Political Views, Emotional IQ, Holiday & Event Moods

Personality Profile
Myers & Briggs derived from social

Behavior Choice Model

Gathered Intelligence

Choice Experiment Data

Prior Choices

Unknowable Persona Details

About NCI

NCI provides enterprise solutions to U.S. defense, intelligence, health and civilian government agencies for more than 30 years. From its Scaling Humans with Artificial Intelligence (Shai®) philosophy to its *Empower*™ platform, our team of AI specialists deploy solutions to help produce a government workforce that is more creative and productive. www.nciinc.com