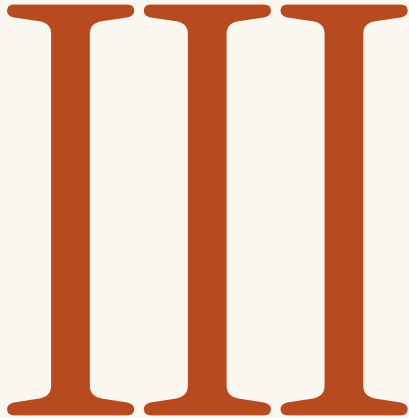




REVIEWED BY 3 PERSONAS

Radical Personas

10 scored criteria · 5.7/10 · good

BRAND: RADICAL PERSONAS

KEY FACTS

Report Overview

REVIEW N°	268
DATE	31 July 2026
PANEL	3 personas · 10 scored criteria
OVERALL SCORE	5.7 / 10 · good
METHOD	Synthetic panel, scored across Big-Five, Life-World and behavioral-profile models.
PUBLISHED BY	Radical Personas GmbH · radicalpersonas.com
NOTE	Synthetic persona reviews complement traditional market research — they do not replace it. Use them to form hypotheses, pre-qualify ideas and set strategic direction.

IN THIS REPORT

Contents

§ I	The Verdict	5.7/10
	<i>Overall score, where it stands and the four plain-language findings.</i>	
§ II	Criteria in Detail	10
	<i>Every criterion with its average, bar and spread.</i>	
§ III	Consensus & Conflicts	40%
	<i>Where the panel agrees — and where it does not.</i>	
§ IV	Personas Compared	—
	<i>Every persona, every criterion — the complete matrix.</i>	
§ V	Voices of the Personas	—
	<i>Every voice on the panel side by side, in full.</i>	
§ VI	Nina Moser	6.6/10
	<i>graphic designer, sole trader · 35 yrs · Innsbruck, Austria</i>	
§ VII	Günter Reisinger	4.3/10
	<i>early retiree (former truck driver · part-time plant security) · 51 yrs · Wels-Land district, Upper Austria, Austria</i>	
§ VIII	Andreas Wiesinger	6.3/10
	<i>head of procurement (manufacturer of control cabinets and industrial control systems, approx. 260 staff) · 46 yrs · Sollenau, Wiener Neustadt-Land district, Lower Austria</i>	
§ IX	Method & Glossary	—
	<i>Big Five, Life-Worlds, how the scoring works.</i>	

§ I · FINDINGS

The Verdict

OVERALL SCORE

5.7 / 10

GOOD

Average of 10 criteria · 3 personas

WEAKEST CRITERIA

Integration into workflows
(B2B) · Vendor reliability (B2B)
both at 4.0

STRONGEST CONFLICT

Personal relevance
Nina Moser 9.0 ↔ Günter Reisinger 2.0
– 7.0 points apart

WEAK SPOTS

2 of 10
Criteria with an average of 4.0 or below

STRENGTHS

3 of 10
Criteria with an average of 7.0 or above

Automated analysis of the assessments by 3 synthetic personas – as a structured hypothesis it complements tests with real users.

§ II · SCORING

Criteria in Detail

Clarity		7.7 / 10
Trustworthiness		4.5 / 10
Design & layout		7.7 / 10
Call to action		6.7 / 10
Personal relevance		5.7 / 10 Δ 7.0
Return & recommendation		5.5 / 10 Δ 6.0
Mobile experience		7.0 / 10
Economic viability (B2B)		5.0 / 10 Δ 3.0
Integration into workflows (B2B)		4.0 / 10
Vendor reliability (B2B)		4.0 / 10

ANSWER INSTEAD OF SCORE

First impression · 3 ANSWERS	→ FULL TEXT STARTING AT § VI
Emotional response · 3 ANSWERS	→ FULL TEXT STARTING AT § VI
Internal defensibility (B2B) · 3 ANSWERS	→ FULL TEXT STARTING AT § VI

All 10 criteria weighted equally · average of the criteria means = 5.7.

§ III · SPREAD

Consensus & Conflicts

CONSENSUS4	DIVERGENCE4	CONFLICTS2
Clarity 7.0-8.0 · Δ 1.0 · Ø 7.7	Trustworthiness 3.0-5.0 · Δ 2.0	Personal relevance 2.0-9.0 · Δ 7.0 Nina Moser (9.0) ↔ Günter Reisinger (2.0)
Design & layout 7.0-8.0 · Δ 1.0 · Ø 7.7	Economic viability (B2B) 3.0-6.0 · Δ 3.0	Return & recommendation 2.0-8.0 · Δ 6.0 Nina Moser (8.0) ↔ Günter Reisinger (2.0)
Call to action 6.0-7.0 · Δ 1.0 · Ø 6.7	Integration into workflows (B2B) 3.0-5.0 · Δ 2.0	
Mobile experience 7.0-7.0 · Δ 0.0 · Ø 7.0	Vendor reliability (B2B) 3.0-5.0 · Δ 2.0	

Δ = the gap between the lowest and the highest rating. Consensus: Δ ≤ 1.0 · Divergence: Δ 1.1-3.0 · Conflict: Δ > 3.0 – the same thresholds as in the results screen.

Consensus rate 40% – 4 of 10 criteria with Δ ≤ 1.0.

S IV · MATRIX

Personas Compared

LEGEND ■ VERY GOOD 7.0-10.0 ■ GOOD 5.5-6.9 ■ AVERAGE 4.5-5.4 ■ WEAK 3.0-4.4
■ CRITICAL 0.0-2.9

CRITERIA 1-9 OF 10

Persona	CLARITY	TRUSTWORTHINESS	DESIGN & LAYOUT	CALL TO ACTION	PERSONAL RELEVANCE	RETURN & RECOMMENDATION	MOBILE EXPERIENCE	ECONOMIC VIABILITY (B2B)	INTEGRATION INTO WORKFLOWS (B2B)	PERSONA AVG.
Nina Moser	8	5	8	7	9	8	7	6	4	6.6 good
Günter Reisinger	7	3	7	6	2	2	7	3	3	4.3 weak
Andreas Wiesinger	8	5	8	7	6	6	7	6	5	6.3 good
Criterion avg.	7.7	4.3	7.7	6.7	5.7	5.3	7.0	5.0	4.0	
Δ Spread	Δ 1.0	Δ 2.0	Δ 1.0	Δ 1.0	Δ 7.0	Δ 6.0	Δ 0.0	Δ 3.0	Δ 2.0	

CRITERION 10 OF 10

Persona	VENDOR RELIABILITY (B2B)	PERSONA AVG.
Nina Moser	4	6.6 good
Günter Reisinger	3	4.3 weak
Andreas Wiesinger	5	6.3 good
Criterion avg.	4.0	
Δ Spread	Δ 2.0	

The border marks the highest and lowest value per criterion; the footers show the average and spread (Δ) across all personas.

S V · PANEL

Voices of the personas.

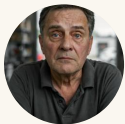


Nina Moser *graphic designer, sole trader*

6.6

PERSONA OVERALL

Visually this is one of the better-designed Austrian SaaS landing pages I have seen — confident typography, editorial structure, no template smell. The concept is genuinely useful and the price point is accessible. But the trust layer is underdone: the testimonials section exists as a heading with no content visible, the scientific claims lean on a 15-year-old Forrester stat and an unreviewed preprint, and there is no team, no data handling transparency, nothing that tells a careful buyer who is actually running this. For me as a solo designer, the free tier is enough to get me in the door. For the B2B procurement context described — a mid-sized company wanting strategy and implementation from one hand — this is a feedback tool, not that partner, and the page does not bridge that gap.



Günter Reisinger *early retiree (former truck driver · part-time plant security)*

4.5

PERSONA OVERALL

A clean, professionally made page for something that is simply not my world — and from a business procurement seat, the trust signals are too thin to bring this to a committee. The concept is understandable but the proof is missing: no named customers, no verifiable results, scientific references that do not hold up to a careful reading. One thing genuinely surprised me — finding my own name and description in that persona list. That felt real for a moment, which is probably the point. But a moment of recognition is not a reason to sign a contract.



Andreas Wiesinger *head of procurement (manufacturer of control cabinets and industrial control systems, approx. 260 staff)*

6.3

PERSONA
OVERALL

A well-made product page that communicates quickly and prices itself cleverly against traditional UX research. The persona pool is genuinely impressive — I found myself listed in it, which is a strange and oddly convincing experience. But for a business buyer who needs to defend the decision internally, the trust foundation is too thin: no verified customer proof, no data handling transparency, no clear picture of who runs the company. I would try the free tier for something low-stakes, but I would not put real business content through it until the GDPR and reliability questions are answered.

§ VI · PERSONA

Nina Moser



Nina Moser

35 yrs · graphic designer, sole trader · Innsbruck, Austria

Life-World: Die Pioniere · Neugier & Trend (The Pioneers · Curiosity & Trends)

6.6 / 10 AVERAGE SCORE FOR THIS PERSONA

Visually this is one of the better-designed Austrian SaaS landing pages I have seen — confident typography, editorial structure, no template smell. The concept is genuinely useful and the price point is accessible. But the trust layer is underdone: the testimonials section exists as a heading with no content visible, the scientific claims lean on a 15-year-old Forrester stat and an unreviewed preprint, and there is no team, no data handling transparency, nothing that tells a careful buyer who is actually running this. For me as a solo designer, the free tier is enough to get me in the door. For the B2B procurement context described — a mid-sized company wanting strategy and implementation from one hand — this is a feedback tool, not that partner, and the page does not bridge that gap.

SCORE PER CRITERION · 0-10

BAR LENGTH REFLECTS THE SCORE · COLOR = STRENGTH

CLARITY



8/10

„Very clear from the first screen what this does: you feed in a website, ad or email, choose from a pool of synthetic personas, and get a structured review with scores and a PDF in under 20 minutes. The three-step process (Objekt hinzufügen → Personas wählen → Review in 20 Min) is straightforward. Pricing tiers are named and at least partially priced in the headings. Who it is for is a little less explicit — it reads 'Marketing, UX und Produkt', which covers a lot of ground but does not exclude anyone useful. The CTA 'Kostenlos starten' is prominent and repeated. I understood everything within 5 seconds, which for a tool like this is exactly right."

TRUSTWORTHINESS



5/10

„This is where I get careful. There are statistics — Qualtrics 2025, Forrester 2010, Stanford HAI Preprint 2024 — but the Forrester one is 15 years old and the Stanford one is a preprint, meaning not peer-reviewed. That is not nothing, but it is not the rock-solid evidence base it presents itself as. The heading 'Was unsere Kund:innen damit bewegen' suggests testimonials exist further down the page, but in the excerpts I can see none with actual names, photos or company references — just the section heading. No team page visible in the screenshots, no founder face, no legal notice visible in the above-the-fold section. As a one-woman business I am acutely aware that I would want to see who is actually behind this before I give them my client's website or campaign material to run through their system. The free tier lowers the barrier, which helps — but that is a workaround for missing trust, not real trust."

DESIGN & LAYOUT



8/10

„Genuinely good. Clean, confident use of serif typography for the headlines — it has that editorial quality I respond to. The warm off-white background, the brick-red CTA button, the structured section numbering (§ I, § II, § III) — someone with taste made this. The persona card carousel in the below-the-fold screenshot is nicely executed. It does not look like a SaaS template, it looks like someone actually thought about it. I appreciate restraint and they have it. Small reservation: the video thumbnail on desktop feels slightly disconnected from the editorial grid, like it was dropped in from a different design pass. But overall this is above average for Austrian SaaS.”

CALL TO ACTION



7/10

„Kostenlos starten is clear and repeated. There is also an Enterprise-Gespräch vereinbaren option for larger buyers, which shows they understand there are two kinds of decision-makers. The free entry point is smart — for someone like me who needs to see the output quality before committing, that matters a lot. What is slightly missing: a stronger signal of what 'kostenlos' actually means — how many reviews, what limitations? Without knowing that, 'free' feels vague rather than generous.”

PERSONAL RELEVANCE



9/10

„Extremely relevant to me. I am literally in the persona pool, which tells me they built this partly with people like me in mind. But more practically: I frequently launch websites and campaigns for Tyrolean small businesses and I have no budget for real UX research. The idea that I could run a new landing page concept through 5 or 6 personas and get structured feedback in 20 minutes — before the client even sees a draft — that is genuinely useful. Or I could use it to stress-test my own studio website before I rebuild it. The price point at €29/month for Essential is within range for a solo designer, assuming the output quality holds up.”

RETURN & RECOMMENDATION



8/10

„Yes, I would come back — and I would probably sign up for the free tier just to test the output quality on one of my current client projects. I would also send this to two or three people in my network: one UX designer friend in Vienna, and a marketing manager I know who is always asking me whether her copy 'actually works'. The concept is strong enough that word of mouth is the natural next step.”

MOBILE EXPERIENCE



7/10

„Mobile above-the-fold looks solid — the headline renders well at that size, the CTA is prominent, and the layout does not fall apart. The stats section below the fold is readable in two columns on mobile. The persona carousel would likely be swipeable which makes sense. No broken elements visible. My one observation: the § I numbering system and the small-caps labels above headlines might lose some of their editorial elegance on a small screen, but they do not break. Adequate to good, not exceptional.”

ECONOMIC VIABILITY (B2B)



6/10

„For a company of 50–500 employees where the buy context is digitization and AI projects stalling due to lack of know-how: this is not quite the right fit. The economics work well for individuals and small marketing teams — €29 to €149/month is nothing for a mid-sized company. But the product as described is a feedback and research tool, not a strategy-and-implementation partner. The buyer situation described — 'Strategie und Umsetzung aus einer Hand' — is not what this

delivers. You get structured feedback on assets you already have; you do not get a partner who helps you figure out what to build or how to implement it. So the economics are fine for what it is, but 'what it is' does not fully match the need described."

INTEGRATION INTO WORKFLOWS (B2B)



4/10

„Low. There is no visible integration with existing tools — no mention of Slack, Teams, Figma, CMS platforms, or any handoff workflow. For a mid-sized company with existing processes, this sits as a standalone web tool that produces PDFs. That means someone has to manually extract insights and bring them into whatever the team is already using. That is friction. No API mentioned, no enterprise SSO mentioned, no mention of how it fits into a research operations or marketing ops setup. A company with real internal processes would need to see more here before committing above the Essential tier."

VENDOR RELIABILITY (B2B)



4/10

„I cannot see evidence in the excerpts of uptime guarantees, SLA commitments, data processing agreements, or GDPR documentation — and for a company feeding sensitive marketing assets or unreleased product ideas into an AI system, those questions would come up immediately, especially from a compliance or legal function. The 'Enterprise-Gespräch vereinbaren' option suggests these conversations happen, but the page gives no reassurance in advance. Who is the team behind this? How long have they been operating? The page does not tell me. For a procurement decision at a company with a compliance function, this would raise flags before it gets to a signature."

FIRST IMPRESSION

„“Oh. Okay. That headline lands — 'Ehrliches Feedback in 20 Minuten. Nicht von einem Prompt. Von einer Persona.' — that is actually a sharp distinction and it hits me immediately. The typography is confident, the serif headline against the clean layout feels considered, not template-y. And then I see it: Nina Moser, 35, Grafikdesignerin (EPU), Innsbruck. That is me. Listed right there in the persona pool. That is a strange and slightly unsettling feeling — like catching your own reflection somewhere you did not expect it. I am simultaneously the product and the potential buyer. Not sure whether to be flattered or wary."

EMOTIONAL RESPONSE

„“Mixed, and that is honest. First: a jolt of recognition seeing my own name in the persona list — which immediately made me want to click through and see what version of me they built. That is clever marketing even if it was not intentional. Second: genuine enthusiasm for the concept, because I have wished for something like this many times when presenting to clients who say 'but what will real customers think?' and I have no quick answer. Third: a low-grade suspicion I cannot fully shake — is the AI output actually differentiated enough between personas, or does every review end up sounding like a polished ChatGPT summary with the persona's name glued on top? That question is not answered on the page, and it is the one that matters most to me professionally."

INTERNAL DEFENSIBILITY (B2B)

„“Hard to defend internally for the specific buyer context described. The champion could build a case around cost savings versus traditional UX research — the 42 days vs. 20 minutes comparison is quotable in a meeting. But the moment a CFO or legal person asks 'what data does this process, where does it go, who are the people behind it, and what contractual guarantees do we have?', the page does not have answers ready. For a digitalization and AI initiative at a mid-sized company, this tool is more likely to be bought by a marketing manager on their own credit card and then gradually adopted — not procured through a formal vendor process. The Enterprise track exists but there is too little on the page to prepare a formal business case."

TRUST SIGNALS

„Weak points:

- No visible real customer testimonials with names, roles or concrete outcomes — the 'Was unsere Kund:innen damit bewegen' section heading is there but the content did not surface in any excerpt, and without it the social proof is thin.
- The scientific backing is softer than it appears: the Forrester stat is from 2010 and the Stanford HAI source is explicitly a preprint. For a tool selling itself on research credibility, that is a vulnerability that critical buyers will notice.
- Zero transparency about the team, data handling or GDPR compliance visible in the excerpts — for any B2B buyer feeding unpublished marketing assets or product ideas into this system, that is a blocker before they even discuss pricing.

Trust signals:

Found: Free tier entry point reduces financial risk for first test, Pricing tiers are named and partially priced openly on the page, Over 100 personas with detailed, verifiable-feeling profiles — the depth signals real investment, Three cited sources (Qualtrics, Forrester, Stanford HAI) even if imperfect, Enterprise contact option signals they work with larger organisations

Missing: Named customer testimonials with company and role — not just a section heading, Case studies with concrete before/after numbers from real clients, Team page or founder visibility — who are the people behind this?, GDPR / data processing information visible on the landing page, Clarity on what 'kostenlos' actually includes — limits, review count, feature restrictions, Integration or API information for business buyers"

S VII · PERSONA

Günter Reisinger



Günter Reisinger

51 yrs · early retiree (former truck driver · part-time plant security) · Wels-Land district, Upper Austria, Austria

Life-World: Die Bewahrer · Heimat & Beständigkeit (The Preservers · Home & Constancy)

4.3/10 AVERAGE SCORE FOR THIS PERSONA

A clean, professionally made page for something that is simply not my world — and from a business procurement seat, the trust signals are too thin to bring this to a committee. The concept is understandable but the proof is missing: no named customers, no verifiable results, scientific references that do not hold up to a careful reading. One thing genuinely surprised me — finding my own name and description in that persona list. That felt real for a moment, which is probably the point. But a moment of recognition is not a reason to sign a contract.

SCORE PER CRITERION · 0-10

BAR LENGTH REFLECTS THE SCORE · COLOR = STRENGTH

CLARITY

7/10

„What they do, I can more or less follow: you upload your website or ad, a computer-generated fake person gives you feedback, you get a PDF. Three steps, explained. The price is visible. That part is competently done. What I do not understand is why I would trust feedback from a machine pretending to be a person. That question the page does not answer for me.”

TRUSTWORTHINESS

3/10

„The numbers they throw around — 73% Qualtrics, 4x ROI Forrester 2010, Stanford preprint 2024 — I have been in a courtroom where expert numbers were used to say the opposite of what they looked like. A preprint is not a study. Forrester 2010 is fifteen years ago. I see a section called 'Was unsere Kunden damit bewegen' in the headings but in the excerpts I cannot read what actual customers say with their names attached. No concrete case study with a real company name and a result I can check. Contact details and legal notice I cannot see in these excerpts. For something I would put my company name behind, that is not enough.”

DESIGN & LAYOUT

7/10

„Looks well made. Clean typography, good contrast, the Austrian flag in the navigation is a small thing that I noticed and appreciated. The persona cards with photos look like real work went into them. Nothing is overloaded. On the phone it holds together. I cannot fault the appearance.”

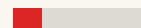
CALL TO ACTION

6/10

„Kostenlos starten is clear. Free entry removes the money barrier. But I am being asked to start something I do not fully understand yet, with a company I have no reference for from anyone I know. The button works visually. Whether it works on me

— no."

PERSONAL RELEVANCE



2/10

„This is for marketing people, UX people, product managers. People who do that kind of work for a living. I work plant security and I keep a BMW running. This is not my world and it is not a world I am going to bring into the plant security office in Marchtrenk. The only thing that caught my eye — my own name on that persona list. Günter Reisinger, Wels-Land, Frühpensionist, ex-Lkw-Fahrer. That is me, or close enough to me that I read it twice. Strange feeling. Not bad strange, just strange."

RETURN & RECOMMENDATION



2/10

„I would not come back. I have no use for it. If someone at the plant security job asked me about a website tool for testing ads, I would not know what to tell them. This is not something I would pass on either — nobody in my circle needs it."

MOBILE EXPERIENCE



7/10

„On the phone it reads cleanly. Text is big enough, the button is findable, nothing collapses badly. The persona cards scroll sideways which works. I have no complaints about the phone version."

ECONOMIC VIABILITY (B2B)



3/10

„From a business seat: the price comparison — under 3 euro per review versus 2000 euro for a study — sounds good on paper. But I learned in my pension case that numbers that sound too clean usually have a catch somewhere. What exactly is in a 'review'? Is the feedback from a synthetic persona actually worth acting on? The Forrester number is from 2010 and about real personas, not AI ones. That is not the same thing and I notice when someone stretches a source. For a Mittelstand company deciding on marketing or a website redesign, this is a low-cost tool for early input — fine. But the page does not show me a single real company that used it and saved money or won customers. Claims without proof are noise."

INTEGRATION INTO WORKFLOWS (B2B)



3/10

„How this slots into existing processes is not explained anywhere I can see. Does it connect to anything? Does IT need to be involved? What data does it send where — and where is the DSGVO statement? For a company with 50 to 500 people, the compliance and data protection question comes up immediately. A general counsel or IT lead would ask that before anything else. In the excerpts I see no answer."

VENDOR RELIABILITY (B2B)



3/10

„New-looking company, name I do not know from anywhere, no customer references I can verify, statistics that lean on a preprint and a fifteen-year-old study. Long-term reliability — what happens to my data, what if they close up, is there a contract, what are the SLAs — none of this is visible. For a tool you might build a review process around, that is a problem. I would want to know who is behind this and whether they are still here in three years."

FIRST IMPRESSION

„Clean page, German, Austrian flag — that much is right. But then immediately: 'Synthetic User Research Tool', 'Prompt', 'Personas' — I am reading words I half-understand and the other half feels like it belongs to a different world. The design looks professional, not cheap. But this is not a page that is talking to me."

EMOTIONAL RESPONSE

„Mainly indifference, with one sharp moment of surprise when I saw my own name and description in that list. For a second that felt real — someone had thought about what a person like me is like. Then I remembered it is a machine doing it and the feeling passed. The rest of the page: competent but distant. Talks to a world of startups and marketing managers and UX researchers. Not my table.”

INTERNAL DEFENSIBILITY (B2B)

„In a committee or to management, this would be hard to defend as it stands. The first question would be: who else uses this and what did they achieve? The page does not give me a named customer with a result. Second question: data protection — what happens to the content we upload? Third: is this a proven method or are we experimenting with company money? The scientific references are thin and dated. A champion would need much more solid ground before bringing this to a CFO or a compliance officer. Right now it looks like a smart idea from a startup that has not yet earned its references.”

TRUST SIGNALS

„Not my world, not my problem, and even from a business angle the trust signals are too weak for what is being asked. The design is clean and the concept is at least understandable. But a page that wants me to trust AI-generated feedback needs to show me real proof from real companies — not a preprint and a Forrester number from 2010. One point goes up because I found my own name in that persona list and that was genuinely unexpected.

Weak points:

- No verifiable customer references with names and results — the 'Kunden' section is mentioned in headings but no concrete case study with a company name and measurable outcome is visible in the excerpts. Self-praise is not evidence.
- The scientific backing is weak and stretched: a 2024 preprint is not a finished study, and Forrester 2010 is about real personas not AI-generated ones. For anyone who has sat through an expert-witness hearing, this kind of number-use sets off alarm bells immediately.
- No visible answer to data protection, DSGVO compliance, or what happens to uploaded content — for any Mittelstand company with a compliance or legal function, this is a blocker before anything else gets discussed.

Trust signals:

Found: Prices are clearly stated including free tier, Austrian flag and German-language page — feels locally anchored, Persona pool is large and detailed — visible effort, Three-step process explanation is clear, Video explainer offered (2 minutes) — at least they try to show rather than just tell

Missing: Named customer references with verifiable results — in the excerpts shown I see a heading 'Was unsere Kunden damit bewegen' but no actual customer quotes with names or company details visible, DSGVO / data protection statement prominently placed, Team page or named founders — who is actually behind this, Contact details or legal notice visible in excerpts, Independent third-party review or audit of the method's validity

S VIII · PERSONA

Andreas Wiesinger



Andreas Wiesinger

46 yrs · head of procurement (manufacturer of control cabinets and industrial control systems, approx. 260 staff) · Sollenau, Wiener Neustadt-Land district, Lower Austria

Life-World: Die Pragmatiker · Machbarkeit & Balance (The Pragmatists · Feasibility & Balance)

6.3/10 AVERAGE SCORE FOR THIS PERSONA

A well-made product page that communicates quickly and prices itself cleverly against traditional UX research. The persona pool is genuinely impressive — I found myself listed in it, which is a strange and oddly convincing experience. But for a business buyer who needs to defend the decision internally, the trust foundation is too thin: no verified customer proof, no data handling transparency, no clear picture of who runs the company. I would try the free tier for something low-stakes, but I would not put real business content through it until the GDPR and reliability questions are answered.

SCORE PER CRITERION · 0-10

BAR LENGTH REFLECTS THE SCORE · COLOR = STRENGTH

CLARITY

8/10

„Within five seconds I know what it does: synthetic personas review my website, ad or email, give scored feedback, deliver a PDF. Who it is for: marketing, UX, product people — clear enough. What to do next: 'Kostenlos starten' is right there. Hard to complain about the clarity. The distinction from a plain ChatGPT prompt is also made quickly. Eight out of ten because 'synthetic user research' still needs a beat of explanation for someone like me who is not in marketing daily."

TRUSTWORTHINESS

5/10

„This is where it gets thinner for me. I see statistics from Qualtrics 2025 and Forrester 2010 — Forrester 2010 is fourteen years old, that is not exactly fresh. The Stanford HAI reference is a preprint, not a published study. In the excerpts shown I see no real customer names with company, no case study with a concrete before-and-after number, no team page visible in the screenshots. The heading 'Was unsere Kund:innen damit bewegen' suggests testimonials exist further down, but I cannot verify their quality from what I see. No legal notice, no data protection link, no physical address visible in the screenshots. For me personally — I would want to know: who runs this, where are they registered, and is there a real person I can call if something goes wrong? That is missing above the fold and I had to look hard for it. Five is generous."

DESIGN & LAYOUT

8/10

„Genuinely good. Clean typography, the serif headline works well, the warm off-white background with the terracotta call-to-action button is a considered palette. The persona cards in the scroll-through strip are a smart way to make the product tangible. Not a cheap template — someone who knows what they are doing built this. Mobile looks clean too, headline readable, button prominent. I have seen worse from agencies charging serious money. Eight."

CALL TO ACTION



7/10

„Two clear paths: free start and enterprise conversation. The free entry removes friction. The orange button is visible and unambiguous. The video link as a softer alternative is a good idea for someone like me who wants to understand before clicking. What holds it slightly back: 'Kostenlos starten' without telling me what I get for free — how many reviews, which personas, any limit? That uncertainty makes me pause. Seven.”

PERSONAL RELEVANCE



6/10

„Honest answer: not my core territory. I am in procurement, not in marketing or UX. But — and this is real — I do occasionally need to check whether a supplier's portal, a tender document or our own company website communicates what it should to an outside reader. The idea of getting quick structured feedback from a realistic synthetic persona is actually something I could imagine using once or twice a year. Not daily, not on a subscription. Six, because the use case exists but it is not central to my work.”

RETURN & RECOMMENDATION



6/10

„I would bookmark it and probably show it to our marketing colleague or to someone in sales who is always complaining that nobody reads our product sheets. Would I come back myself? Maybe once to try the free version and see what a persona actually says about one of our supplier onboarding documents. Six — real interest, but limited personal frequency.”

MOBILE EXPERIENCE



7/10

„Looks solid from the screenshot. Headline is readable without pinching, the button is large enough to tap, the layout does not fall apart. The persona card strip probably works less well on mobile — carousel navigation with small targets — but that is a minor point. Seven.”

ECONOMIC VIABILITY (B2B)



6/10

„The price comparison is done well: under 3 Euro per review versus 2.000 to 15.000 Euro for a classic study. For a marketing team running regular campaigns that math is obviously compelling. For my situation — occasional use, one or two checks a year — the monthly subscription model is less attractive. I would want a pay-per-use option or a genuinely useful free tier. The ROI claim from Forrester is from 2010 and is about personas generally, not this product specifically. I notice that. If I were presenting this to our CFO, he would notice it too. Six.”

INTEGRATION INTO WORKFLOWS (B2B)



5/10

„This is where I get cautious. The page tells me nothing about how data flows through the system, what happens to the content I upload for review, where it is stored, whether it leaves the EU. For anything touching our products, our customers or our internal communications, I need GDPR clarity before I even start a free trial. In the excerpts shown I see no data processing agreement, no mention of hosting location, no security certifications. That is a real blocker for a proper business use. I could use it for something low-stakes — a public webpage, a brochure — but for anything sensitive I would need answers first. Five.”

VENDOR RELIABILITY (B2B)



5/10

„Young product, unclear company size, no SLA visible, no uptime commitment, no named support contact. The enterprise path exists but I would need a conversation to understand what I actually get. The references cited are third-party studies, not evidence of this company's own track record. What happens if they raise prices, change the model, or get bought? I have seen

what happens when a key digital tool disappears — 2021 taught me something about dependencies. I would not build a critical process on this without knowing more about who is behind it and how stable they are. Four."

FIRST IMPRESSION

„Clean, confident, not overloaded. Big serif headline, clear contrast, the numbers — 42 days versus 20 minutes, 2.000 Euro versus 3 Euro — land immediately. The video thumbnail and the persona grid below give it substance. My first thought: this is a real product, someone put work into it. My second thought, half a second later: but who exactly is behind it, and does this actually hold up?"

EMOTIONAL RESPONSE

„Mild curiosity, a flicker of scepticism, and — I will be honest — a small shock of recognition when I saw 'Andreas Wiesinger · Einkaufsleiter · Industrieregion südlich von Wien' listed as a persona in their pool. That is me. Or a version of me. That is a strange feeling. Not unpleasant, but it makes me think carefully about what these personas actually are and how they were built. It also, if I am honest, makes the product feel more real and more thought-through — they put genuine work into those profiles. The sceptic in me also thinks: if I am a persona in their system, how well do they actually know me? I would want to see what the full profile says before I trust it."

INTERNAL DEFENSIBILITY (B2B)

„Internally this would be an easy sell for a small marketing or UX budget — under 30 Euro a month, free trial, clear use case. Nobody needs a committee for that. The harder question comes when I try to scale it or use it for anything that touches customer or product data: then compliance, data protection and our IT security policy all come into the room. Our data protection officer would ask immediately: where does the uploaded content go, who processes it, is there a DPA we can sign? Those questions are not answered on the page as I see it. For a discretionary marketing tool at low volume: easy. For anything more integrated: I would need a proper enterprise conversation and written answers on data handling before I could sign off."

TRUST SIGNALS

„Competently built, honest about what it does, price positioning is clever. But for a proper business use I am missing the trust foundation: who is behind this, where is my data, how reliable is the service over time. The persona pool is genuinely impressive and the free entry is smart. If I were in marketing I would try it tomorrow. From my seat in procurement, I would try the free version for something low-stakes and reserve judgement until I see what the enterprise conversation produces.

Weak points:

- No visible data protection, GDPR or data processing information in the above-the-fold area — for any business user uploading real content this is a hard blocker before a paid commitment.
- The scientific backing cited is thin or dated: Forrester 2010 is fourteen years old and about personas generally, not this product; the Stanford reference is a preprint. A sceptical CFO or compliance officer will push back on this immediately.
- In the excerpts shown there are no verifiable customer references with company name and concrete outcome — the testimonials section heading exists but I cannot judge its quality; without real proof, the 'honest feedback' promise is itself just a marketing claim.

Trust signals:

Found: Third-party statistics cited with sources (Qualtrics, Forrester, Stanford HAI — even if debatable in quality), Transparent pricing visible including free tier, Over 100 named and detailed synthetic personas publicly browsable — demonstrates real

product depth, Enterprise contact path offered separately — signals awareness of different buyer types, Video explainer available — shows confidence in the product

Missing: Named customer references with company and concrete result — in the excerpts shown none visible, Team or founder information — who is actually behind this, Physical address or company registration details, GDPR / data processing information and hosting location, Uptime or SLA commitment, Security certifications or compliance badges"

S IX · FOUNDATIONS

Method & Glossary

BIG FIVE · OCEAN

A personality profile across five dimensions

Openness, conscientiousness, extraversion, agreeableness and emotional sensitivity. Five traits that reproduce across cultures, age groups and languages — peer-reviewed and replicated (Schmitt et al. 2007, n = 17,837).

LIFE-WORLDS

Value archetypes instead of demographics

Every persona belongs to one of ten Life-Worlds — distinct archetypes (e.g. “The Pioneers”, “The Preservers”) that follow from core values, social position and lifestyle. They capture what drives a person — something age and occupation alone cannot explain.

COGNITIVE BIASES

Predictable errors of judgment

Each persona carries one dominant cognitive bias as a fixed layer of their behavior (e.g. loss aversion, anchoring, status quo). We work only with biases confirmed in ≥3 independent replications.

SCORING

A1–10 scale, every criterion weighted equally

Each persona gives every criterion a value from 1 to 10. The overall score is the **average of the criteria means** — each criterion counts the same, no matter how many personas rated it. Every figure in this report sits on that one 1–10 scale; single ratings stay whole numbers, averages carry one decimal place.

HOW THE CRITERIA ARE CLASSIFIED

CONSENSUS

Spread ≤ 1.0 point. The personas all see it the same way.

DIVERGENCE

Spread of 1.1 to 3.0. Mild differences, usually driven by the audience segment.

CONFLICT

Spread > 3.0. The object divides the panel — this is where you need to act.

NOTE

Synthetic persona reviews complement traditional market research — they do not replace it. Use them to form hypotheses, pre-qualify ideas and set strategic direction. Real willingness to pay, extreme reactions and niche subcultures stay the domain of tests with real people (Nielsen Norman Group 2025).