

Session 2 – Activity 3

CUSTOMER PERSONAS

Overview

What is it?

The CUSTOMER PERSONAS template allows you to capture, synthesize and better communicate the results of your research. It also acts as a permanent reminder of who your customer is and what problems you are solving for them.

* Personas should be constantly reviewed and refreshed as more information is gathered.

Why does it matter?

Great products solve customer problems. Many times during the development of an idea, and subsequently a product, we tend to forget that and focus on the solution, sometimes losing sight of the underlying problem. More than just a way of consolidating your research into one sheet or to better communicate with stakeholders, a Persona is a constant reminder that you are solving problems for real people.

How do I use it?

Capture all the information that you have about the problem that users/customers are trying to solve.

- Record the Jobs-to-be-done.
- What are the Pains your customer/user is currently experiencing?
- What are the Gains your customer is looking for? These are the aspects that you can leverage to enhance the experience.
- Bring your Personas to life with pictures, quotes, and names. These should drive empathy and not contempt for the user.

PERSONA TYPES



Proto-Persona.

Proto-Personas are developed using secondary research and the team's educated guesses of who they should be designing for.

What would we use them for?

They are useful when time and/or money is limited and to create a discussion and a shared understanding within the team. Having them is better than not having them, but they should be validated by research, given the chance to do it.



Design Persona.

A Design Personas is focused on goals, pains, and behaviors, instead of demographics and consumption behaviors. They are not an extension of Marketing Personas, as they are used for different purposes.

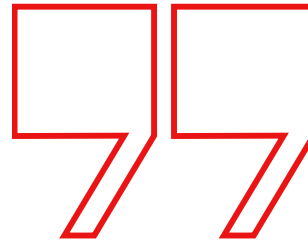
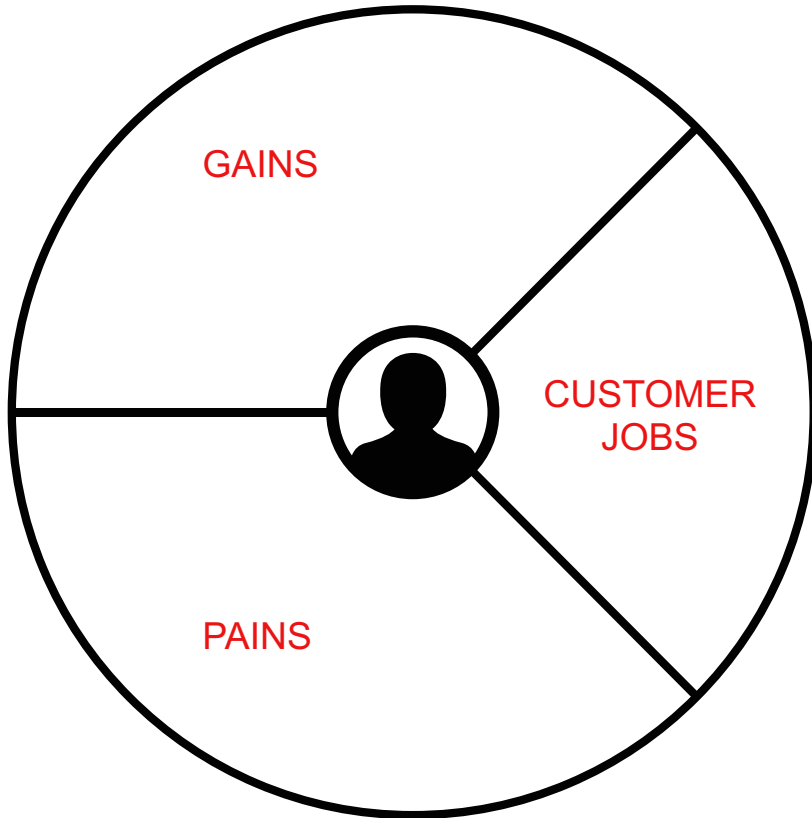
What would we use them for?

They are useful when you need to understand the why and the how around users' behaviors, to synthesize the research and communicate the generated insights.

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NAME:



WHAT I CARE ABOUT:
