

NAME:

Do not use an actual name, have fun.
I.e.: Suzie the Software Developer

INDUSTRY:

AGE:

SEX:

EDUCATION:

SALARY:

PRODUCT:

What does this persona do, develop and/or produce?

QUOTE:

Using Voice of the Customer (VoC), what are some quotes you can pull to validate their challenges.



GOALS:

How does this individual define their success.



PAIN POINTS:

Define his/her top 3-5 daily pain points and/or challenges.
These may have nothing to do with your product or services.

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TITLES:

That this persona would have within other companies and/or organizations:

COMPANIES:

Where this persona and title(s) can be found.

FOUNTAIN:

Where does he/she go for information.

IDEATION:

What benefit does he/she get from your product and/or services.



PERSONA EXERCISE:

A persona is a semi-fictional persona built from a foundation of qualitative and quantitative inputs. Persona development helps sales, marketing, and R&D teams gain a deeper understanding of their customers. This allows team members to better empathize with their customers' needs. Messaging, partnerships, product innovations and/ or modifications are actions that come from developing a rich and deep customer understanding. The goal is to gain insights and an understanding of your target customer. This can be your ideal customer, current customers. Everyone will bring something to this exercise, but as a group, you will uncover new insights that can help drive better business decisions.

NAME:

This is a fictional name that is easy to remember.

Examples like: Suzie, the Software Developer, or Jumping Jack the Sports Enthusiast. Use an image that represents what this group looks like.

Do they wear suits or shorts to work? Are their hands neat or greasy? This helps you see through your customer's lens.



DEMOGRAPHICS:

This the 80/20 rule. Start by defining the demographics of the top 80% of your customers or the 20%. There is no right or wrong. For example, 20% of your customers may drive 80% of your revenue, or vice-versa. Let data drive the discussion. What do most of your customers have in common? Stick to one group. You may discover differences amongst the males or females, or those with different education, or salary.

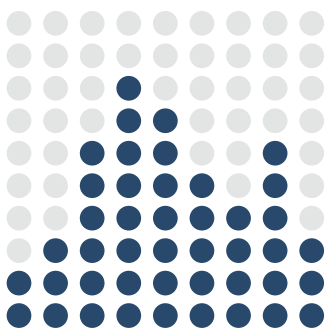


PRODUCTS:

Put an image to what this persona does or makes. If there is nothing clearly defined, then use a picture of this individual's environment.

GOALS:

What are the goals and objectives of this persona? These may not line up to the products or services you have, and that is fine. The intent is to understand your customers, not force an answer that suits what you believe to be true. List them in priority order. If there are a lot, weight them or draw a line or star to mark the top three.



PAIN & CHALLENGES:

If you asked this group, what their challenges are, what would they respond with? You may be surprised that the pain they think is top of the list does match what you thought, and that is ok. Ask how often this happens. Some challenges are daily nuances, and some may occur every few weeks and make the whole day run poorly.

QUOTE:

Include a direct quote from a customer. If your team understands its customers and has been doing solid Voice of the Customers (VoC) qualitative and quantitative activities, finding a customer quote should be easy.



TITLE:

Not every title is the same, and too often, they are similar. List out the primary titles this persona would have inside an organization. i.e. Marketing manager, marketing director, new product marketing manager....

COMPANIES:

What are the types of companies one would find these individuals? These could be companies that are current customers, or companies the business wants to go after. Remember that the title and companies should correlate and support one another.



FOUNTAIN:

In the office, people tend to congregate around the kitchen, recreational area or water cooler. This area is to list out the various areas this persona would go to find information. It can be from a magazine or periodical, an event or trade show, emails, colleagues, or websites. Understanding where this persona goes for information will help sales and marketing develop campaigns and product managers understand market drivers.



IDEATION:



This is the creative part. Step back and assess this persona and the items you may not have previously known. Brainstorm ideas of how to communicate, or help this persona. It can be new messaging, a new product or services, or enhancements to a current product. It may be a collision or a new partnership. Innovation ideas should support the learnings from the exercise.

Now that you have the ideas, they need to be validated and vetted with some customers who fit the persona. Do not use the same individuals that helped define this persona. Look for new ones. This could be a person / company that is not yet your customer, or someone who is no longer your customer. The exercise of developing strong personas and ideations is not to prove your presumptions were right. The task is to prove or disprove assumptions. Remember that disproving assumptions has value too. It stops teams from working on things they should not be and helps organizations prioritize their people and budgets.