

Workshop 2 - User Persona

What? Portrait each user segment and map their behaviour towards your offering

Why? The better you know your user, the easier you can get their attention and start a conversation

When? Once a first value proposition has been defined or whenever you need to refine your sales and marketing approach

1 Name

Include all the details from the identity of your user that you may know

2 Description

Describe his/her habits, age, studies, experience, income, location.

3 Quote

Create a phrase that identifies or summarizes the profile.

4 Decider or user

Explore who and how the process validation is made to buy/use your product. How many layers of validation?

5 Where to reach her/him?

How could you approach/contact this person? What would make her/him trigger?

6 Pains

What frustrates or limits her/him?

7 Expectations

What would make her/him happy in this all process? What could be a game changer? (Taken from VP)

Journey Steps
Which step of the experience are you describing?

Discovery
Why do they even start the journey?

Registration
Why would they trust us?

Onboarding and First Use
How can they feel successful?

Sharing
Why would they invite others?

Actions
What does the customer do? What information do they look for? What is their context?

Needs and Pains
What does the customer want to achieve or avoid? Tip: Reduce ambiguity e.g. by using the first person narrator.

Touchpoint
What part of the service/departement do they interact with?

Customer Feeling
What is the customer feeling? Tip: Use the emoji app to express more emotions

Backstage

Opportunities
What could we improve or introduce?

Process ownership
Who is in the lead on this?

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