

Imagine, then define your customer groups

Persona Maker



What can it help with?

This tool helps you create customer 'Personas'. They are fictional profiles, often developed as a way of representing a particular customer group based on their shared interests and needs. Personas can provide a range of different insights enabling you to best reach different areas of your target market.

How do I use it?

Start by imagining your Persona and thinking about who they are and their world. Then work through the numbered steps to get a clearer picture of what motivates and drives them, enabling you to spot opportunities to help them. Remember, if you're not working from insights you've gathered be sure to test and research your assumptions.

Who's it for?

-  We think most things work best in a group, but you can do it individually too.
-  Sometimes it's interesting for everyone in the group to work alone then come together to compare and combine ideas.




How long will it take?

 60 - 90 Minutes

How hard is it?

Beginner

What goes well with it?

-  Business Model Canvas
-  Empathy Map
-  Plus, we'd always recommend you try the Assumption Dump before starting any project 😊

Persona Maker

DRAW OR STICK ON AN IMAGE OF YOUR PERSONA HERE

ABOUT THIS PERSONA

What's their name (have some fun here)
What's their background?

05 STORIES AND OBSERVATIONS

Write down quotes or observations that best describe their experience.

06 CONTEXT

Are there other factors that should be considered?

01 PAINS

What are their fears, frustrations and worries?

02 GAINS

What are their wants, needs, hopes and dreams?

03 JOBS TO BE DONE

What are they trying to do and why is it important for them?

04 REALITY

How do they achieve their goals and jobs, what helps and what stops them?