

Customer Persona Lab

Lecture 6L
GSL Peru 2014

Create Your Personas

Start with End User Profile (Demographics)

- What is their gender?
- What is their age range?
- What is their income range?
- What is their geographic location?
- What motivates them?
- What do they fear most?
- Who is their hero?
- Where do they go for vacation? For dinner? Before work?
- What newspapers do they read? Websites? What TV shows do they watch?
- What is the general reason they are buying your product? Savings? Image? Peer pressure?

Create Personas



Silviu

35 y.o.
Alternative channels
manager (small bank)
Earns 2,500 EUR/mo

STORY: Energetic and ambitious.
Has a family, but is a social person.
Likes gadgets (Apple fan), motorbikes, and snowboarding.
Likes good wine & dining w/ friends.
Prefers doing business with people he likes.

GOALS: Go up the ladder (VP/CEO in 10 y).
Do something different/stand out.
Be appreciated for results.
His bank to become more competitive.

NEEDS: To get quick measurable results (customer loyalty & satisfaction).
To lower his costs.
To move faster/smarter than competitors.
To find a good technology partner.

PAINS: Large IT projects are expensive and take long time to implement.
Low competitiveness means more pressure (small bank).
Upper management doesn't understand the leverage of usable, user-friendly technology.

Notes for Platforms

If you have a multi-sided network, do not forget to create personas for each side of the network.

Example - Ebay

- Sellers
- Buyers
- Ebay Store owners

Key to Persona Development

- It must be a realistic person
- Be visual
- Deeper than demographics
- Understand all dimensions: rational, emotional and social
- What are their priorities in life?
- What do they fear most in the world?
- What motivates them more than anything else?
- Where they spend their time
- Do this as a team – it will help unify your team and will get everyone on the same (and proper) wavelength

Personas

- Create at least 4-5.
- Be prepared to present in English.