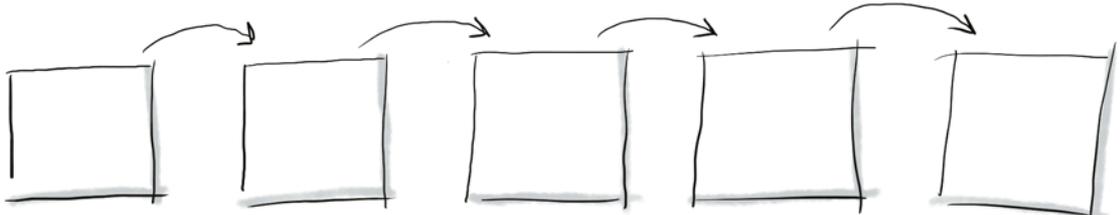


CUSTOMER JOURNEY

PHASES



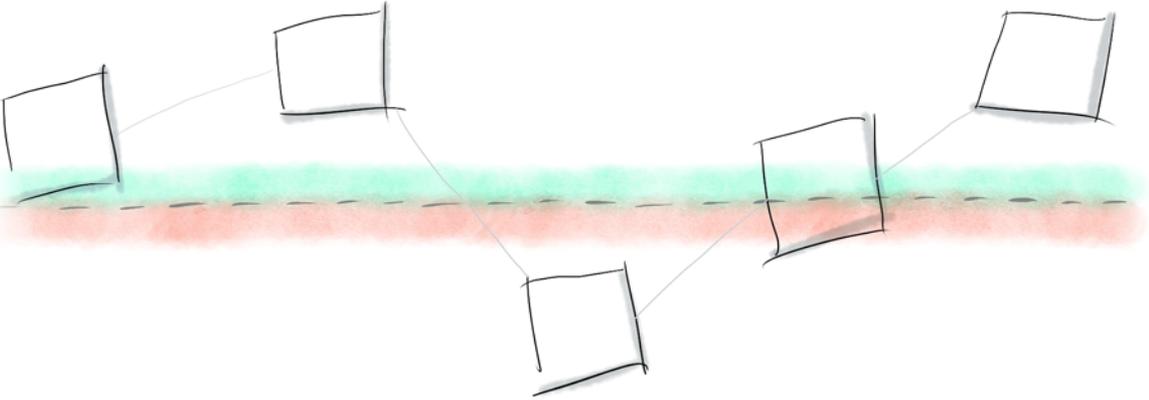
ACTIONS



TOUCHPOINTS



EMOTION CURVE



USER- AND CUSTOMER PROFILE CANVAS

WHY USE CUSTOMER PROFILE CANVAS?

As a human-centered designer, you have to understand the needs of the people (customer/ user) for whom you are designing. The problems to be solved are seldom your own - they are problems of certain users. In order to be able to design for the user, you first have to build empathy for them. Understand who the user is and what is important to them.

Creating a persona can help you:

- to come together as a team and understand who you are designing for
- receive ideas and inspiration
- in case of uncertainty, to make decisions and to take directions, e.g. which property to prioritize

HOW DO YOU USE A USER/ CUSTOMER PROFILE CANVAS?

- Collect information about the user / customer and build empathy.
In order to create a good persona, we need to understand who the people are who interact with the product / service and what is important to them. It would be best if we lived with these people and observed them for a period of time or if we did their job ourselves. Since this is often difficult, however, we can observe and question people in their natural environment for a shorter period of time and need tools such as the "feedback recording grid" or the empathy map together with videos and photos to document the experience.
- Creation of the user / customer profile canvas ("Persona")
It would be best if you had a real user representative on the design team. Since this is seldom possible, you need a visual representation of this person. With the collected data, information and impressions, we can create a "mood board" that reflects the persona - preferably in a physical and tangible form, e.g. a life-size visualization on cardboard. So we keep the user in mind during the entire design process. Add elements like behavior, habits, emotions, and social relationships to bring the persona to life.
- Complete the mood board with facts and descriptions about what the user does and feels during his occupation; their tasks, labors and gains.
- Describe all use cases (where? What? How?) and complete the persona with the findings from the empathy card, in particular the pains, gains and job-to-be-done.

HINTS

- Do not diverge into a mixed-sex Horst-Melanie persona who wears trousers and a dress and is between 5-100 years old. Rather, describe the persona in as much detail as possible.
- Do not create the persona based on any stereotypes, assumptions or estimates. Real information is much more valuable than your own assumptions about who your user is.
- Make sure you know who you are designing for when building prototypes. Pair each prototype with a persona and add the user-related findings while testing the persona.
- Change the persona if you know more about the environment of the design area and concentrate on the most critical person in the project, e.g. the user, customer, service technician, the mother of the service technician, etc.