

Sketch a vivid picture of your image of your persona: draw, photograph, cut out, google, and tape on matching visualizations of your persona!

How does your persona behave? What is she interested in? What moves her? What does she do in her free time? What are her political views? What is important to her in life? What values does she hold? Which social milieu does she belong to?

What demographic characteristics does a typical representative of your target group possess?

Persona description

Name:
Age:
Gender:
Residence:
Education:
Marital status:

Sketch your persona

Persona behaviour

interests:

Social environment (Sinus Mileu):

Way of thinking:

Pains

Which pains does your persona have in the context of your idea?

What pains / problems does your persona have today in the context of your idea? What burdens her? Where does she stand? What makes her uncomfortable? Why doesn't she use a certain product / service today?

Think very carefully about what "improved" state your persona wants to achieve on a social, emotional, and functional level. The idea is to figure out how to help the target audience better achieve their goals. Dinner with a friend: goal fulfillment on different levels - exchange with good friend, satisfy hunger and enjoy restaurant atmosphere. Based on this, you can consider how to make the respective goals even better / easier to achieve for the persona.

Jobs to be done

Which requirements does the persona have towards your solution? (functional, social and emotional jobs)

Gains

Which positive experiences does the persona have in the context of your idea?

What does your persona already really like today (in the context of your idea?) Why does she use a service/product? What added value does the persona derive from the experience?

Touchpoints with your idea

Where and how does your persona get information?

What happens before and after interacting with your product/service?

Who has an influence on the buying decision?

This is about finding out what position the experience has in the life of your persona, why does the persona use the product/service? How often? For how long? Based on what events? Who makes the decision?