

Persona Steckbrief	Skizziere deine Persona	Personaverhalten	Pains
<p>Name: Paula</p> <p>Age: 32</p> <p>Sex: female</p> <p>Residence: Zurich, Kreis 4</p> <p>Occupation: Journalist</p> <p>Marital status: married</p>		<p>Interests: Social yoga, psychology, nature</p> <p>Environment (Sinus-Milieu): middle class</p> <p>Mindset: liberal, middle-left, is committed to environmental protection</p>	<p>Which "pains" does the persona have in the context of your idea?</p> <ul style="list-style-type: none"> Ice-cream only attractive during summer Ice-cream contains a lot of sugar No information about the origin Long distance
<p>Jobs to be done</p>		<p>Gains</p>	
<p>What demands does the persona place on your solution? (functional, social, and emotional jobs)</p> <p>Functional: Reward system for kids</p> <p>Social: Meet other parents/ kids</p> <p>Emotional: Make kids happy</p>		<p>Which positive experiences does the persona have in the context of your idea?</p> <ul style="list-style-type: none"> Large selection Social meeting place Make kids happy Cheap "leisure program" 	<p>Berührungspunkte mit deiner Idee</p> <p>Where and how does the persona inform itself? Ronorp, various newsletters, Facebook, Watson, friends</p> <p>What happens before and after interacting with your product/ service? Before: Traveling in the city, often shopping - ice cream as a reward for the children./after: Mostly home.</p> <p>Who influences the purchase/ usage decision? The children</p>