



Template **Customer Persona**

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Visualiseer en representeer een doelgroep



CUSTOMER PERSONA INTRODUCTION

A Customer Persona is mainly created when a company wants a clearer image of the audience, but also to improve a product or service so that it fits the target group. A persona is used to give one face to a larger target audience. A target group naturally consists of a unique collection of personalities and needs. These personalities and needs can intersect in interesting ways.

The customer persona serves as a tool for mapping these data. This allows a company to empathize with the target group and brings a company closer to the target group. It also ensures better communication to the target group.

Information from the target group is required to compose a persona. This can be done by means of target group research. All this information is then summarized in one persona. When a company has multiple target groups, a persona must be created for each target group. This gives a clear overview of the various target groups present and it quickly indicates what needs they have.

In a Customer Persona, the target group is shaped by processing relevant information such as photos, names, motivations, interests, thoughts, feelings and quotes from customers.

Executing the Method


- Use the Template**

To create a Customer Persona it is useful to use the template as an example and layout of a persona card. Print out the template or take a flip chart or a large sheet of paper (minimum A3 size).
- Determine Topics**

A persona consists of different elements and subjects. Determine which elements are needed for the company to create an appropriate persona. Think of; name / personal data, demographic data, personalities / traits, interests, skills, desires and goals of the persona. Based on these topics, build the persona card in boxes on paper or use the example in the template. The subjects in a persona can be adapted and expanded as desired, determine for yourself what is relevant for the company.
- Build the Persona**

Collect all relevant information from the target group that the company has (in mind). Do this based on the chosen elements and topics from step 2. Also consider what the reasons are for the persona to use and buy a certain product / service. Also determine the technical knowledge of the persona. Summarize the persona in an appropriate quote and use an appropriate tone of voice. Write all this information on post-its and stick it with the corresponding box / subject.
- Shaping the Persona**

Define the persona, use the template or design an overview map of the persona yourself. Think of a suitable tone-of-voice and style. Finally, choose a photo or make an illustration of the persona. In this way, the persona gets a face.

 Tick off the steps

Template

PERSONA	REASON TO BUY	TECH SAVVINESS
	REASON TO USE	SKILLS
		INTERESTS
		PERSONALITY

