

5:45 am

Alarm goes off, don't notice

6:45 am

wake **up** swear *at* phone

8:06 am

board the train to **Auckland**

Understanding **User**

Personas

and Customer

Avatars

User **personas and customer
avatars are both ways to
represent our target
audience.**

11:38 am

I am not *ready* for this meeting, I really hope it gets
cancelled

**we need to go beyond basic
demographic information and
delve deeper into their lives,
needs, and perspectives.**

12:13 pm

I am so *hungry* I could *eat* a *horse*, but I'll just commit
this code

1:30 pm

kick off with some `code`

Understanding **User** **Personas**

A **user persona** is a **representation** of a **key user group**.

**Personas includes
demographic information**

Behaviors

Attitudes

Pain points

Goals

1:24 pm

it's quite hard for these students in Auckland

Understanding Customer Avatars

A customer **avatar** is a detailed profile of your ideal customer.

It **includes**:

Personal **ch**aracteristics

Values **a**nd **f**ears

Purchasing **h**abits

Online **b**ehavior

**Shallow questions yield
shallow insights.**

**Our aim is to "enter the
conversation that is already
going on in the customer's
head."**

Day-to-day life

Decision-making process

Emotional reactions

Sense of Humour

Internal conversations

2:00 pm

let's start the activity

Activity: 'A Day in the Life Of'

We'll be gathering deeper information through an activity: 'A Day in the Life Of'.

The idea is to learn about each other and use this information to build a user persona/customer avatar.
Let's get started!

'A Day in the Life Of' – Step 1

Partner up with a classmate.

Your task is to get to know them well enough to create a user persona/customer avatar based on them.

'A Day in the Life Of' – Step 2

Ask the person to describe one whole day Ask open-ended questions about:

Typical daily activities

Job/role in the community

Favorite hobbies and interests

Pain points and frustrations

Aspirations and goals

'A Day in the Life Of' – Step 3
Now, flip roles.

**The interviewer becomes the
interviewee.**

**Remember to take detailed
notes!**

'A Day in the Life Of' – Step 4

Based on the information gathered, build a user
persona/customer avatar of your partner.

Include demographic details, behaviors, attitudes, pain points, and goals.

Conclusion

User personas and customer avatars are crucial for going beyond superficial information allows us to create more effective strategies.