

**FORM 1.1 USER PERSONA ASSUMPTION**  
**FORM**  
**(CHECK POINT SRL 1 - 1)**

Name :

Short descriptions of persona

Professional Background

Education

Company/Job

Work Experience

Personal Preferences

Goals

Demographics

Age :  Gender :

Marital Status :

Income :

Locations:

Forming team

Tech Preferences (Fill with scale)

Internet

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Social Media

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Games

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Online Shopping

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Communication Style

Casual

--	--	--	--	--	--	--	--	--	--	--

General

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Paint Point - Concerns

List of Potential User :

**FORM 1.2. IDEA ANALYSIS FORM**

**(CHECK POINT SRL 1 - 2)**

Respondent :

Location :

Business Descriptions

*give descriptions of your business*

Mind Map

*Draw your idea's mindmap, at least to the third connection level*

**FORM 1.3. SEGMENTATION, TARGETING, POSITIONING FORM**

**(CHECK POINT SRL 1 - 4)**

**MARKET SEGMENTATION**

*(the assumption of) market segment definition, persona and the needs of the potential users*

**MARKET TARGETTING**

*(the assumption of selected target markets - picked from the defined market segments*

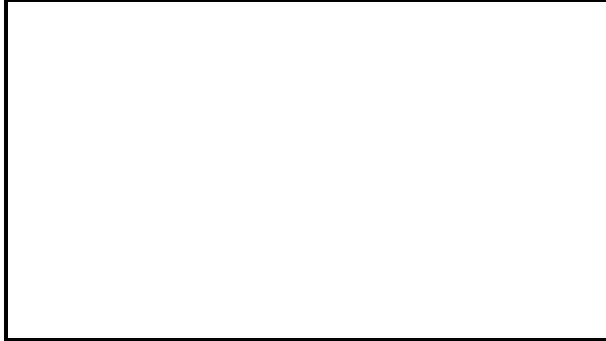
**MARKET POSITIONING**

*identify the position of the product/service for each market segment*

**FORM 1.4 ACTIVITY EVIDENCE FORM**

**(CHECK SRL POINT 1 - 5)**

Photo 1:



Remarks

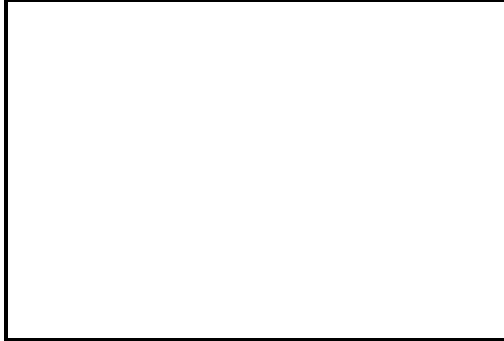
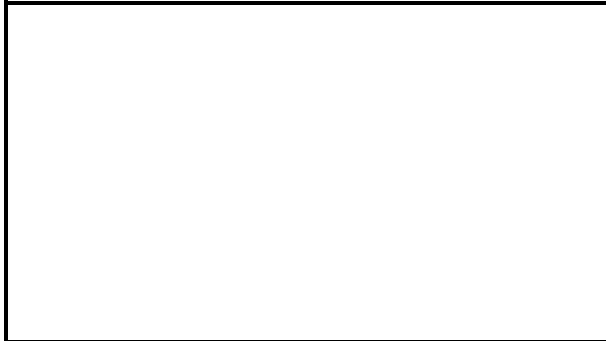


Photo 2:



Remarks

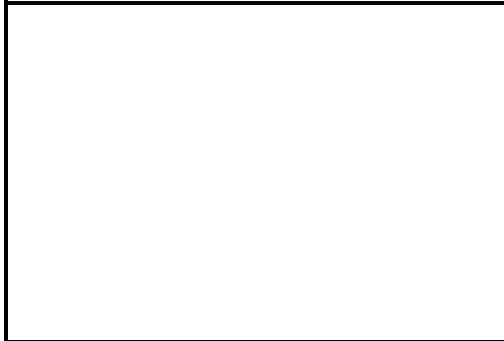


Photo 2:



Remarks



**FORM 1.5. PAPER-INFOGRAFIS FORM**

**(CHECK POINT SRL 1 -5)**