

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:

Tech Preferences (Fill with scale)

Internet

0	1	2	3	4	5	6	7	8	9	10
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Social Media

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

0	1	2	3	4	5	6	7	8	9	10
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Online Shopping

0	1	2	3	4	5	6	7	8	9	10
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Communication Style

Casual

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General

0	1	2	3	4	5	6	7	8	9	10
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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

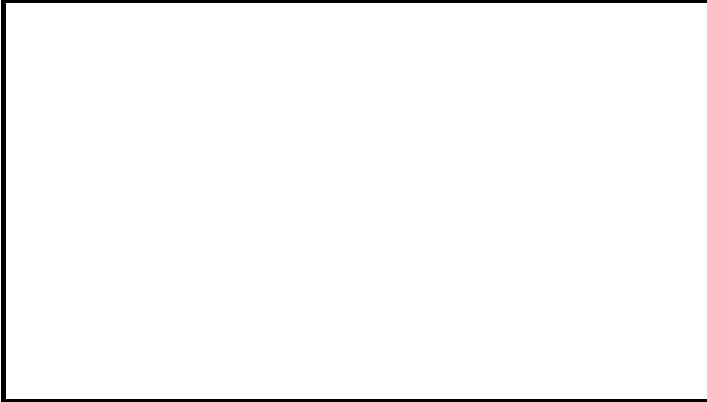
(the assumption of selected target markets - picked from the defined market segments

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

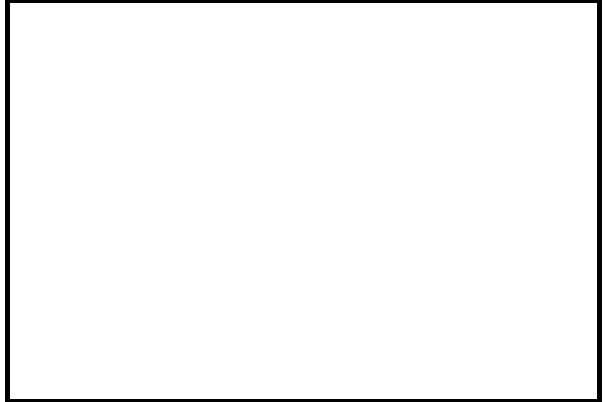


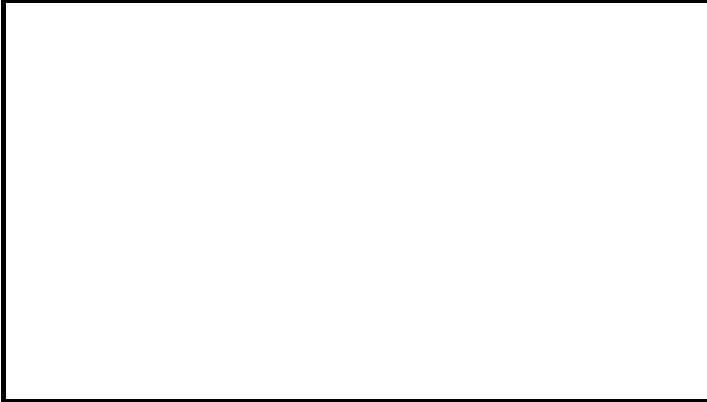
Photo 2:



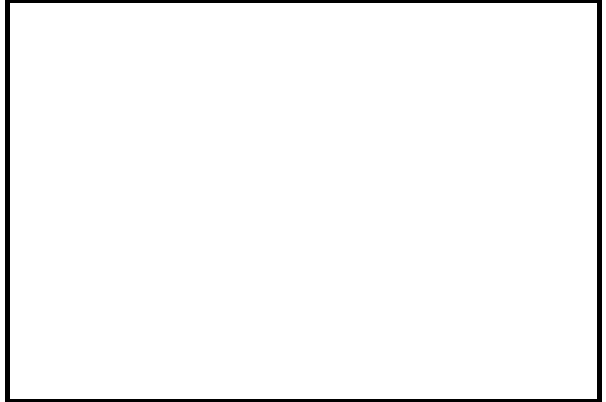
Remarks



Photo 2:



Remarks



FORM 1.5. PAPER-INFOGRAFIS FORM
(CHECK POINT SRL 1 -5)