Identify personas and their expectations

Understand user needs and experiences

Empathy phase – Persona

Persona is a semi-fictional representation of your typical customer based on market research and real data on existing users

Quotes that provides insights into my mindset

NEEDS

What do I want?/ What do I need? What would be my ideal experience ?

FEELINGS

What feelings do I have? Am I satisfied or not? Am I disappointed, confused, frustrated, or discouraged?

Who am I? What is my social background? What are my interests?

MOTIVATION

What motivates me to buy this? Why do I buy alternative products/solutions? What would motivates me to use another solution?

TECHNOLOGY READINESS

What is my relationship with technology? Am I in tune with terminals, social networks, platforms, etc.?

PAIN POINTS

What challenges do I face ? What are the difficulties with existing products/services?

Additional questions to answer

- How can you help them solve their specific problems?
- How does your product/service help them?
- How do they prefer to communicate?
- How can you meet their needs through an implementation/training process of your product/service?
- What factors might make him choose one of your competitors' products over your solution?

TAKEAWAYS AND NOTES

Highlighting my unique needs and perspectives.

Tools you might want to look up

www.xtensio.com
www.personapp.io
www.upcloseandpersona.com

Design Thinking

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