Identify personas and their expectations

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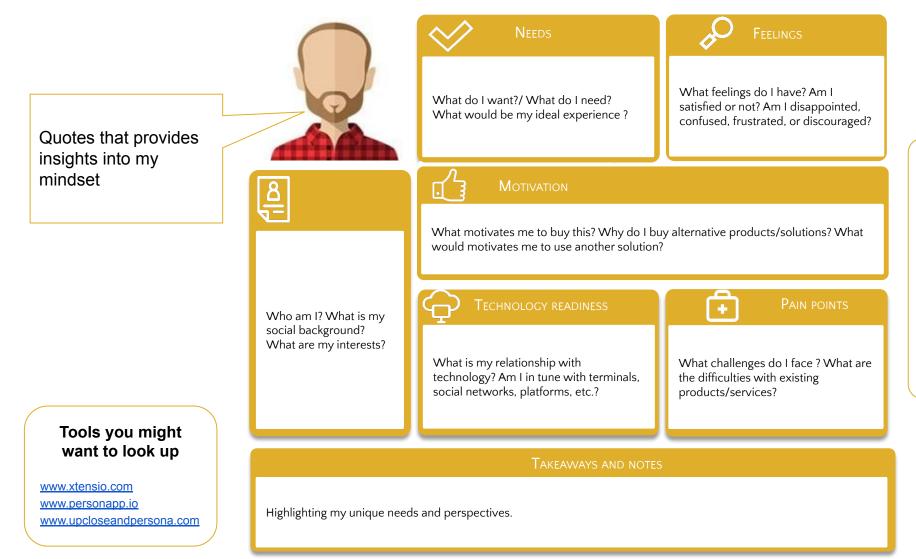
Understand user needs and experiences



Empathy phase - Persona



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



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?





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