

Assignment 2 – Group work

Customer Profiling

REQUIREMENTS:

Stage 1 – Select a Company/ Brand

From the attached list of top company brands and their net promoter scores (NPS) benchmarked against their industry rivals, select any one company which has a negative NPS (less than zero):

<https://customer.guru/net-promoter-score/top-brands>

The score represents how much the customers would recommend the products/ services to others.

Stage 2 – Research about the Company's Customers/ Audience

Review the official websites and social media of the selected company. Check the user engagement, ratings, feedback and third-party reviews.

Analyse the advertisements or recent promotion campaigns of the company to understand who is their target audience and what specific message they are attempting to drive.

Stage 3 – Create a Persona

Based on the information gathered, identify the main customer segments that the company is targeting. Create a stereotype of the typical customer in terms of their demographics, attitudes, personality, likes and dislikes, lifestyle, etc.

Draft these attributes into a Persona document. Submit two pages/ slides as your assignment – one explaining the background research and another one with the actual customer profile persona.

Some useful websites for creating template-based Persona:

Xtensio <https://xtensio.com/user-persona-template/>

Adobe Express <https://www.adobe.com/express/create/user-persona>

Hubspot <https://offers.hubspot.com/persona-templates>

Milanote <https://milanote.com/templates/ux-design/persona>

A simple PPT, Keynote or Canva can also be used for creating the persona.