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# **Create a Buyer Persona & Unique Selling Proposition**

Company Name:

Date:

**1. Create a Buyer Persona**

Who exactly are your customers and what specific problem are you solving for them?

1. **What are they trying to achieve:**

While balancing work life, raise the kids to develop value based habits.

1. **Name:** Swapna
2. **Age:** 35 Yrs
3. **Gender:** Female
4. **Address:** Bangalore
5. **Occupation:** Team Leader
6. **Married (Y/N): Y**
7. **Children (Y/N): Y 6 years**
8. **Specific problem you can help with:**

* Works from 8:00 AM- 8:00 PM including travel through traffic.
* Have limited time available to spend with kids.
* After coming back from office, need to take care of dinner for the family and remaining household work.
* In the same time, need to get the homework, assignments of school done by kids
* This leads to pretty transactional interactions with kids and does not provide opportunities to spend time on developing other values such as being responsible, delayed gratification etc.
* Sometimes feels guilty, not good enough as a parent.
* Feels concerned about how the kids will grow up.
* At times attends the parenting workshop to gain the knowledge on good parenting practices.
* Sometimes, searches for parenting tips online
* Often this is the topic of discussion with the other colleagues in office and parents of kids friends.
* Although gets lot of parenting tips from different source, can not practice it as is driven by life. At times the content available is so huge, that it becomes difficult to comprehend and bring into practice.

1. **5 Places they spend their time online/offline to resolve this problem:**
   * 1 Parenting sites (online)
   * 2 Parenting workshops (offline)
   * 3 Parenting forums (onlune)
   * 4 Friends, Family and Colleagues (Offline)
   * 5 Parenting Counselors (offline)

**2. Identify Your Unique Selling Proposition**

How will your product/service succeed in the marketplace where others may have failed?

1. **Product/Service Description:**
   1. Interactive Mobile/Web Apps to promote the value based habits in kids, to address parenting concern.
      1. E.g.
      2. - Taking responsibility of homework completion & other tasks
      3. – Too many demands
      4. – Sibling fights
      5. – Misbehaviors
   2. Availability of parenting material relevant to the specific value/parenting concern being dealt with.
   3. Easy access on touch of mobile to parenting counselors for specific topics
2. **What are you not going to do:**
   1. Produce the parenting content and material
   2. Provide Parenting counseling
3. **What will be unique:** 
   1. Virtual buddy & tools in mobile/web to deal with parenting concerns which goes beyond just tips and knowledge
   2. A buddy to fall back to
   3. Self Image: A tangible proof of being responsible parent, freedom from guilt
   4. An aggregation platform to bring together parents, providers in the space of bringing up kids & parenting – counselors, content providers, classes (e.g. phonics, sports etc)
4. **Proof can deliver on the promise:**
5. **Pricing Strategy:**

[Example Buyer Persona & Unique Selling Proposition](https://docs.google.com/document/d/1zr51oAIyN38DBbEoeAIo-9BjGJGgLyAdd1s1dzct8iM/edit)