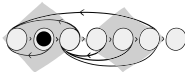




PERSONA/USER PROFILES

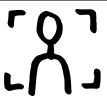


Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1

Name of persona

Clara Fisher, female, Project Manager at a mid-sized IT company in Berlin

Determine name, sex and age.
Add more attributes.



Description of the persona



Describe the fictitious character.

1

married, likes to hike, lives in Berlin

Influencer



Who are the influencers

7

friends, colleagues

Trends



What are the driving forces and trends (in future)?

8

increasing cost of living,

Moodboard/sketch

Do a moodboard or draw a sketch that visualizes the user/customer



CLARA FISHER



6

Jobs to be done



Which tasks are supported by the product?

Clara needs to be able to prioritize Tasks, plan them and have an overview over them

2

Problems/pains



What are the difficulties, problems, frustrations, pains?

she dislikes cluttered to-do-lists with no sense of what is important and losing overview over tasks

4

Gains



What makes the user happy?

a clearly and easily structured calendar

5

Use cases/application scenario

Describe all use cases in the context of the problem

Clara adds new Tasks



3

Clara gets a notification that a task is to be done

Clara looks up which Tasks are to be done today

Clara prioritizes Task

Clara adds Task to Calendar