PERSONA

BUSINESS
MAKEOVER

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Persona

A Persona helps you to better understand and visualize your target customers. It is a fictional, generalized character that describes the personality, interests, pains, goals and behavior of a typical customer. With a Persona it is easier to make deliberate decisions about developing and targeting your product or service.

Template & example

Use the Persona template (page 4) to fill in a Persona and see the example of Carol to get a better understanding of how to use the template. Personas can also be used as a personification of a company. We call this an Organisata. See the Organisata example of French medical company Retimed to get inspired and learn from the practical application of the Organisata.

How to use

First choose if you want to make a Persona or an Organisata. If your customers are consumers (B2C), create a Persona. If your customers are businesses (B2B), create an Organisata. This tool can easily be used by yourself, it does not require help from an expert.

Creating a Persona

The Persona helps you to process the knowledge that you have or gathered about your customers.

To create a lively Persona, start with adding a picture of a person and give your Persona a name. From all the insights you gained during the interactions with you target market, filter out the following aspects:

Personality	Give your Persona personalized characteristics: i.e. name, age, gender, occupation, marital status, location, etc.
Pains	What are reasons why your Persona is unhappy or what aspects is your Persona missing in his / her life?
Goals	What does your Persona want to achieve or live for?
Interests	What hobbies and passions does your Persona follow besides his / her job?
Lifestyle	What are your Persona's main work and leisure behavior patterns and activities, attitudes, interests, opinions and values?
Buying behavior	What, how, where and when does your Persona buy?

Creating an Organisata

Just like the Persona, the Organisata helps you to process the knowledge that you have about your customers or target market.

To create a lively Organisata, start with giving your Organisata a name. From all the insights you gained during the interactions with you target market, filter out the following aspects:

Company profile	Give your Organisata realistic characteristics: i.e. name, sector, products & services, location, size, etc.
Pains	What are reasons why your Organisata is unhappy or what are aspects she is missing in het practices or products?
Goals	What does your Organisata want to achieve? What is his / her mission?
Activities	Which activities does he / she perform?
Company culture	What is the vision of your Organisata and what are his / her values, norms, beliefs and habits?
Additional information	Add some interesting additional information like who are the customers of your Organisata.

persona

personality	pains	goals

Interests	lifestyle	buying behaviour

organisata

company profile	pains	goals
activities	company culture	additional information

personality

Carol is a 45 year old single mom of two young children. She works part-time at a local grocery store. The family lives in a small rental flat.

goals

While she has little money to spent Carol tries to create an environment for her children in which they can live as comfortable and safe as possible.

pains

Carols's time is precious to her and she has little patience with anything that unnecessarily wastes her time. Sometimes she worries about unexpected financial setbacks.

buying behaviour

Carol is a regular online shopper as this saves her time and she can shop at any moment she likes.

Interests

Carol likes to help out at her children's school as much as possible.

lifestyle

One night a week she manages to escape to her aerobics class, while the children's grandparents baby-sit.

organisata

company profile

Retimed is a French medical technology company producing handheld retinal cameras for eye disease screening.

goals

Retimed's mission is to make eye disease screenings available for everyone, wherever needed. It aims at digitalization of healthcare services with patented products and technologies for retinal imaging.

pains

Retimed is facing increased competition from companies that offer similar products for lower prices. They wonder how digital technologies can help to increase their added value and extend their products with an online services.

activities

Retimed develops, manufactures and distributes its own products for retinal imaging. They collaborate with physicians, research institutions and specialized technology partners for digital innovation around its products.

company culture

Retimed's values are ambition, expertise, innovation and meaningfulness. It is a young and international organization with a lot of technical knowhow. They have a keen eye on keeping a good work-live balance for its employees.

additional information

Retimed and other medical technology companies are looking for opportunities to connect their medical devices to the internet and develop new online services.

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