



AI Personas - Applied DATA SCIENCE PROJECT



Politecnico
di Torino

FONDAZIONE
links
PASSION FOR INNOVATION



e11is
European Laboratory for Learning and Intelligent Systems

Introducing AI Personas

Tailor-made Consumer Segmentation

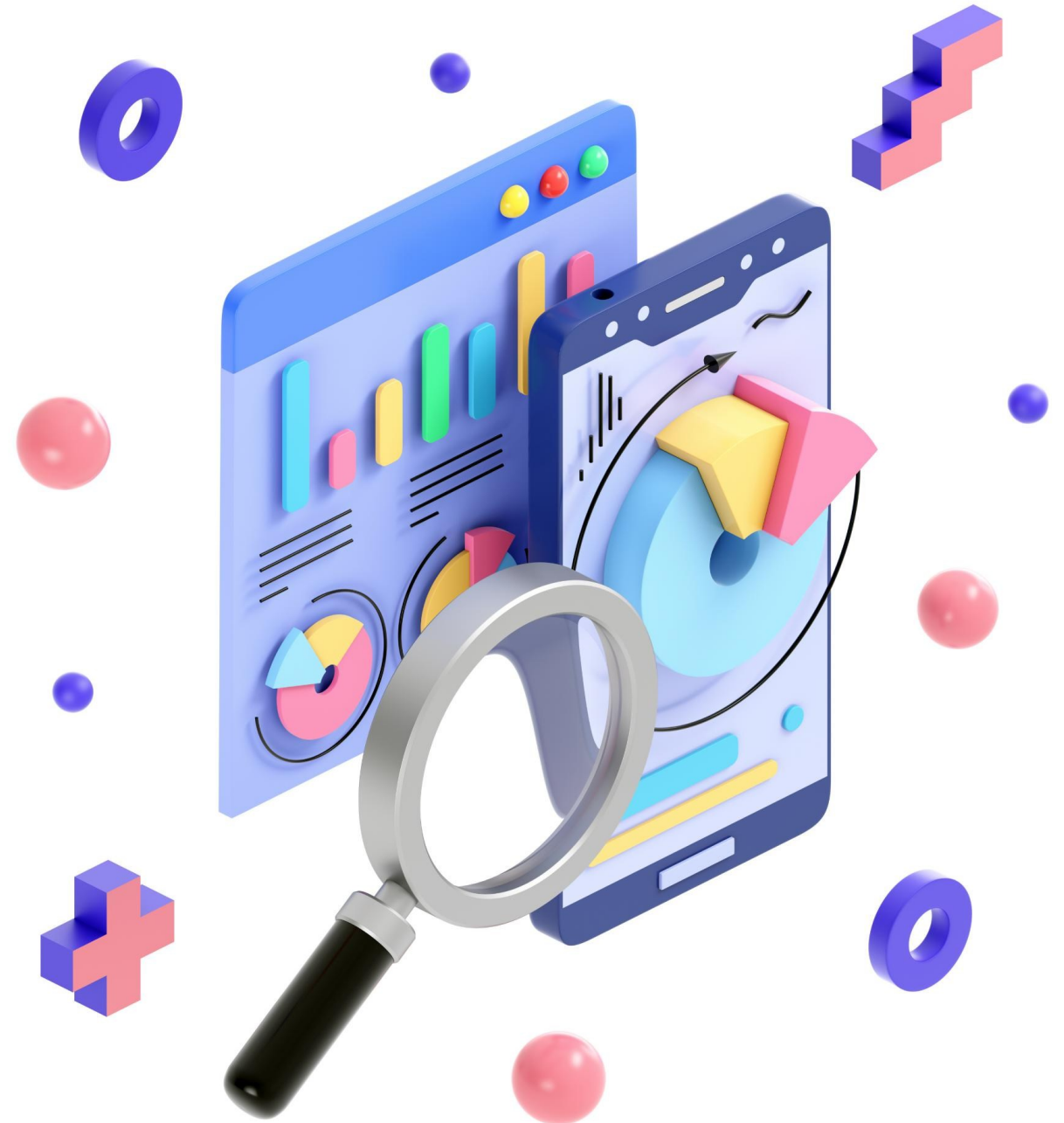
AI Personas are based on proprietary demographic, psychographic, and behavioral data for detailed segmentation.

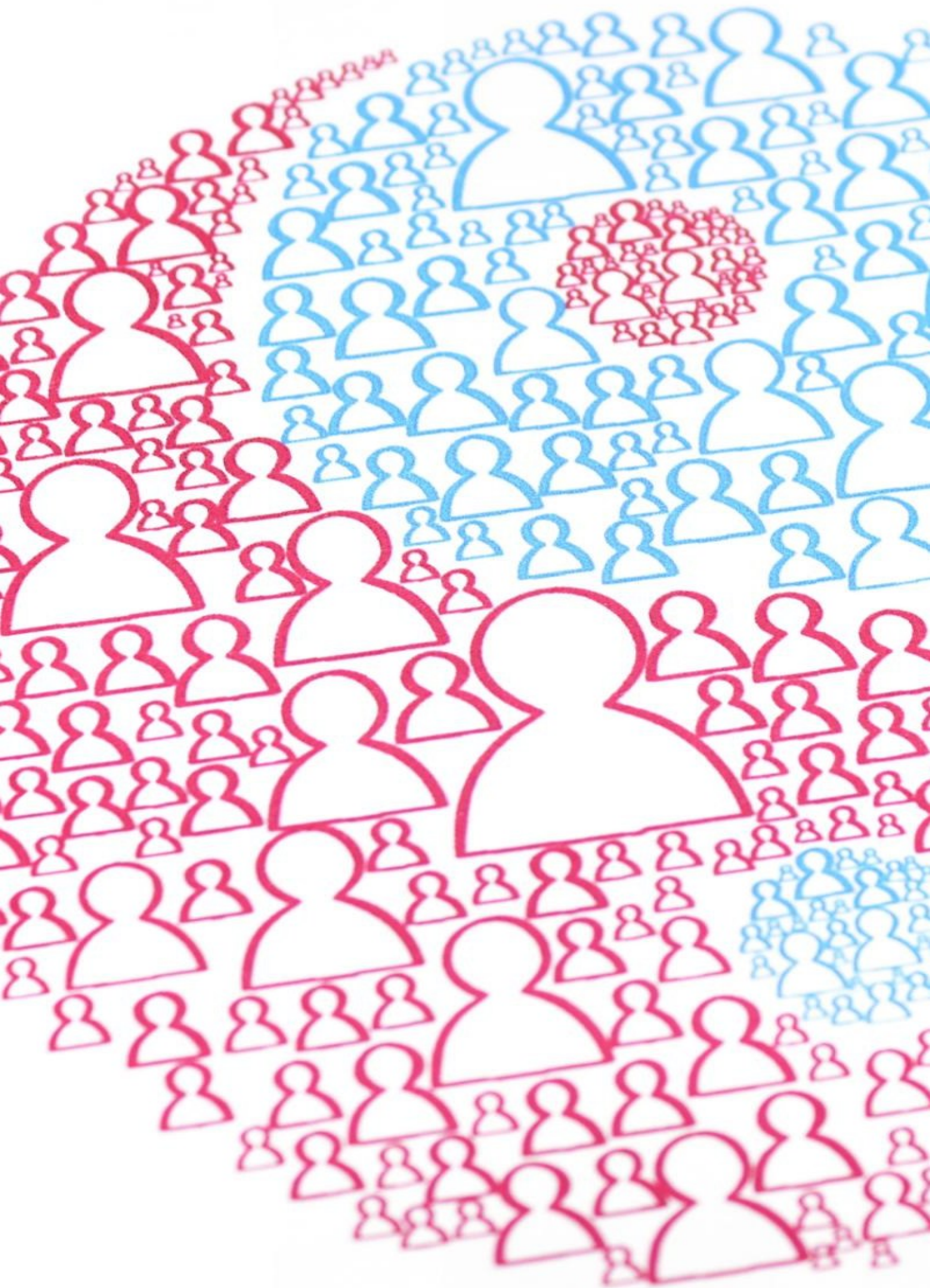
Knowledge-Based Persona Creation

Personas are founded on concept testing, trends, customer journeys, and market research insights.

Enhancing Strategic Decisions

AI Personas provide marketing teams with frameworks for deeper consumer engagement and decision-making.





Benefits of AI Personas

Early Idea Validation

AI Personas help identify and eliminate weak ideas early, saving time and resources in product development.

Accelerated Product Launches

Using personas accelerates product launches by enabling focused market strategies and feedback-driven refinement.

Scaling Successful Concepts

AI Personas enable scaling of winning concepts across multiple markets efficiently and effectively.

Diverse Consumer Profiles

Personas like a planet-conscious influencer, digital nomad coder, and luxury shopper illustrate diverse consumer insights.



Core Features of AI Personas

Reliable Data Foundation

AI Personas are built on proprietary research and segmentation, ensuring data reliability beyond generic sources.

Authentic and Critical Responses

They provide authentic, on-tone, and critical responses while avoiding hallucinations for trustworthy outputs.

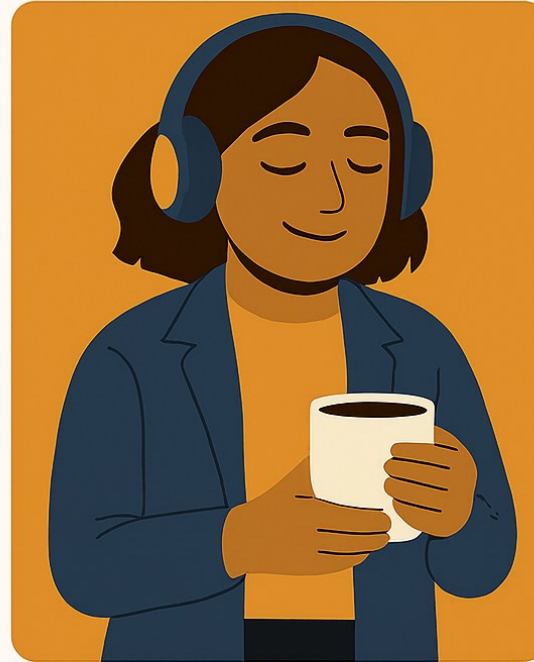
Multi-Format Testing and Feedback

Users can test text, visuals, and PDFs and receive real-time reactions from virtual focus groups or individuals.

Enterprise-Ready with Governance

The system is designed for easy adoption with governance features enabling smooth rollout and maintenance enterprise-wide.

A glimpse of AI Personas



Why Maya? Maya represents the forward-thinking, trend-setting segment your brand needs to engage for breakthrough

Meet Our Synthetic Persona: Maya, the Creative Professional

Persona Snapshot

Name	Maya
Role	Creative Professional
Key Traits	Always seeking inspiration Loves experimenting with new tools Shares content on the go Values authenticity and innovation Enjoys discovering new coffee experiences to fuel creativity Prefers single-origin espresso for bold flavors during brainstorming Loves trying limited-edition blends and seasonal specialty drinks

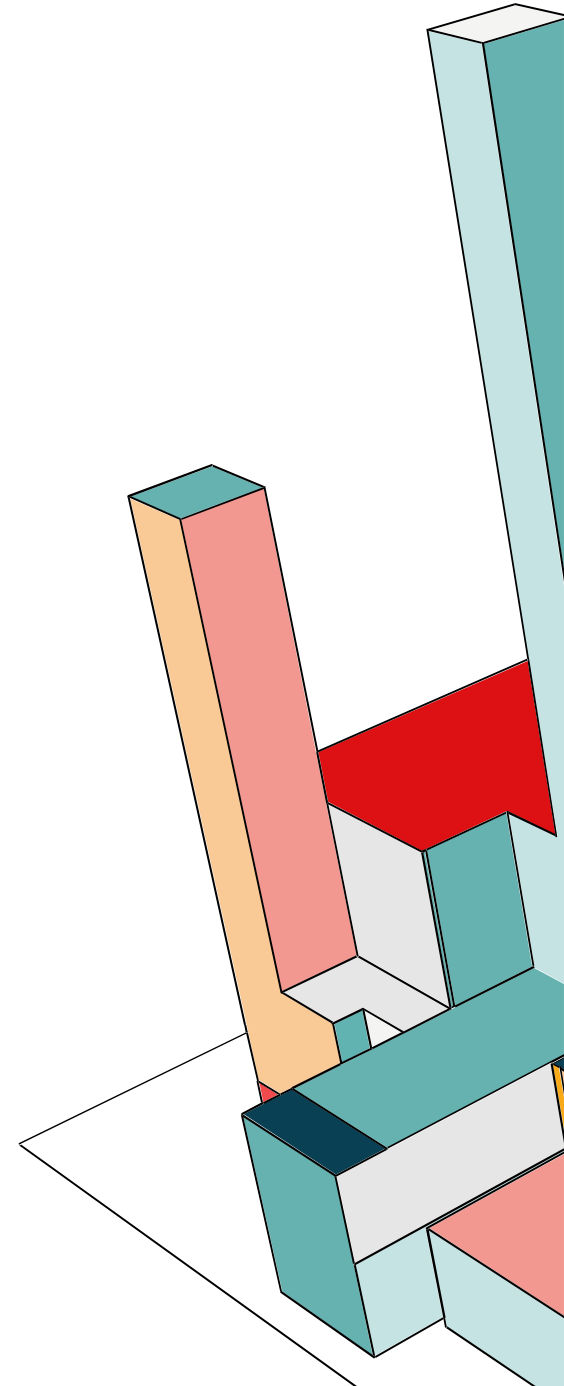
"I'm always on the lookout for the next big idea—show me something that sparks my creativity."

DATA AVAILABLE

- Lavazza Customer segmentation studies (pdf format)
- Market data (tabular)
- External open data to be defined

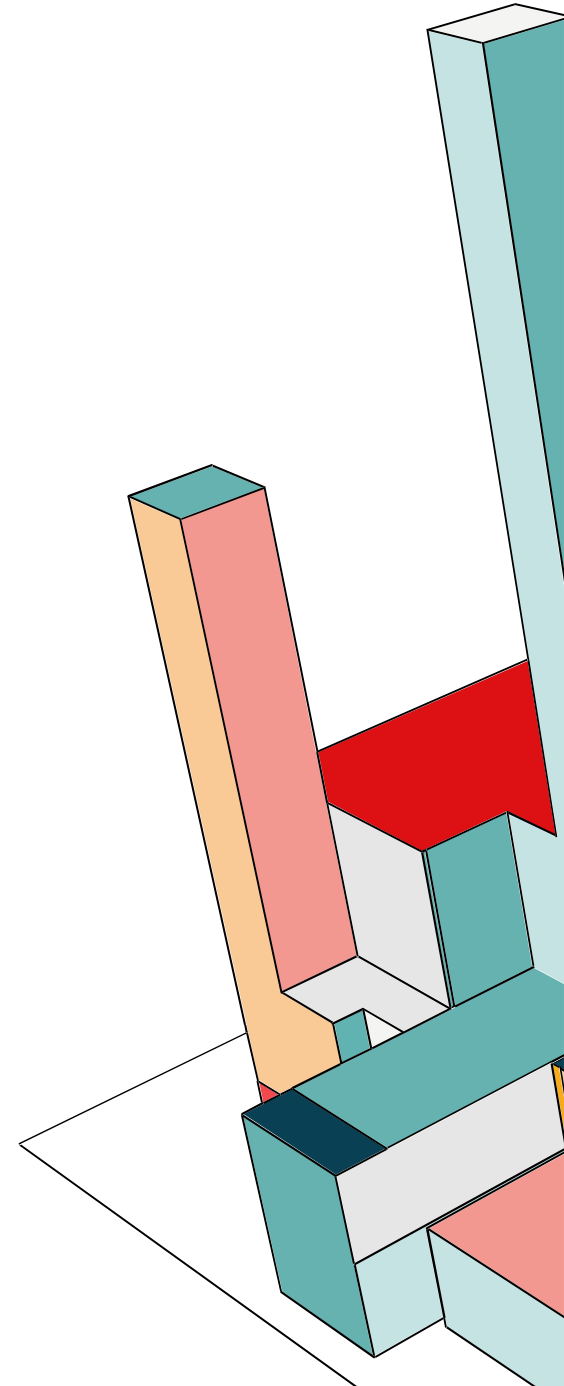
KANTAR

NIQ



TASK

- What is the ultimate task for the machine intelligence requested by the project?
 - Creating Synthetic AI Personas which embody Lavazza's different Customer Segments with whom we can interact through a user-friendly chat frontend
 - Understanding the LLMs logic behind the AI Personas

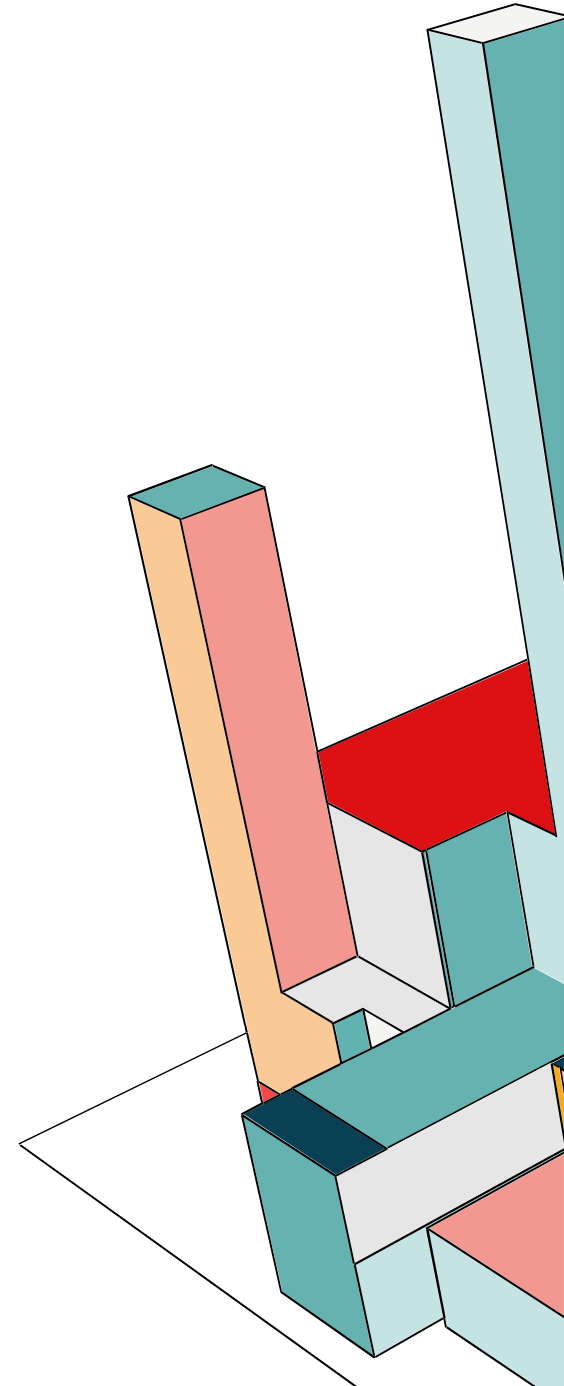


NOTES AND CHECKS FOR THE COMPANY



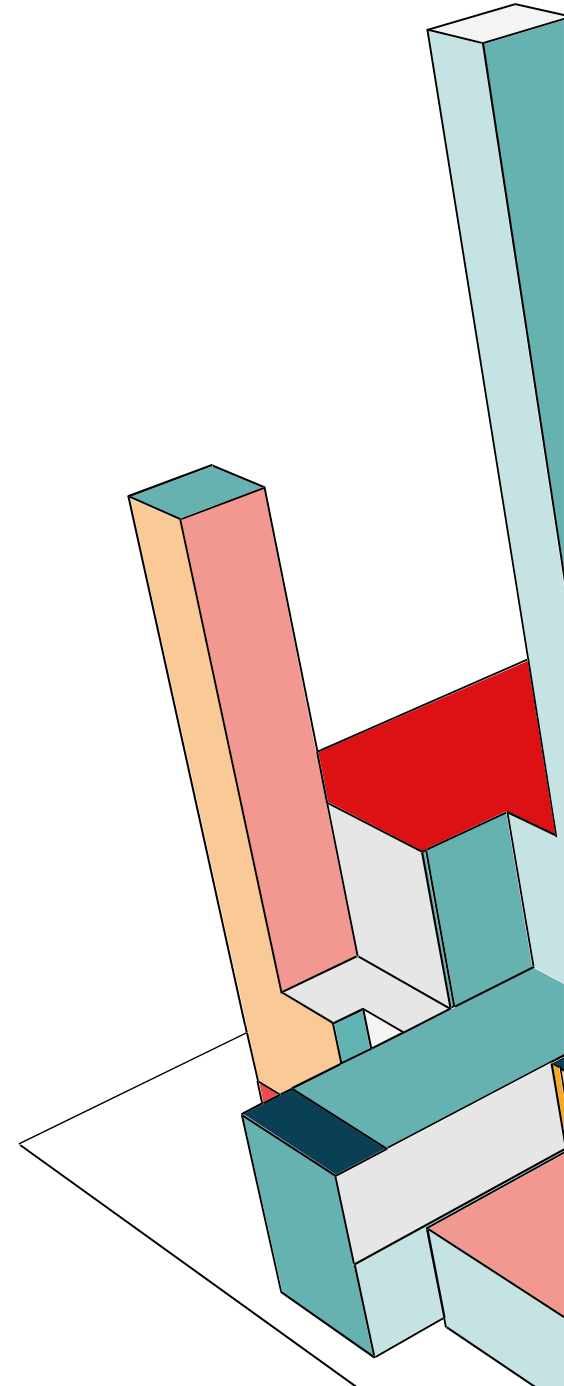
LIGHT MENTORING

- Is there a person in the organization who has the time to advice the students lightly?
- A suggested schema could be having 30 minutes biweekly of calls with students for the whole duration of the semester
- Please recall: the more detail the project is described the less the students will make questions



POLICY

- Both project descriptions and implementations will be part of a repository group published on GitHub
- The repositories will be public unless requests from the organization that will be discussed
- Ideally, the projects should be conceived open from the design



Lavazza team – Project "angels"

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