

How it works

1

Gather your team and start by defining who your customer is. Add a picture and a name on the center of the map.

2

This exercise is complete after six rounds. For each round, choose a section, set the timer to 3 minutes and invite the team to add sticky notes with their ideas. Use the sticky note stash to speed up the process!

3

When the time is up, set a new timer for 5 minutes and open a discussion about the ideas on the sticky notes. If necessary, make adjustments to help you be clear about how your customer identifies with each topic.

4

At the end of the 6 rounds, review the board to confirm that the team has a good understanding of who their customer is.

Learn more:
<https://conceptboard.com/blog/create-a-...>



Expert Tip

If your product targets different customers, copy the template and do this exercise for each persona.



Get the full Conceptboard experience by inviting more participants to your board. Just send the URL to your teammates and start collaborating!

