

T&N User Personas

June 2019



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Why we did this

Between March 18-April 3, the design team conducted 8 1-on-1 interviews with existing T&N customers. Why?

- To reassess and update our previous customer personas
- To better understand customer perception of T&N's brand
- Assess brand and product sentiment post Serta merger

What changed?

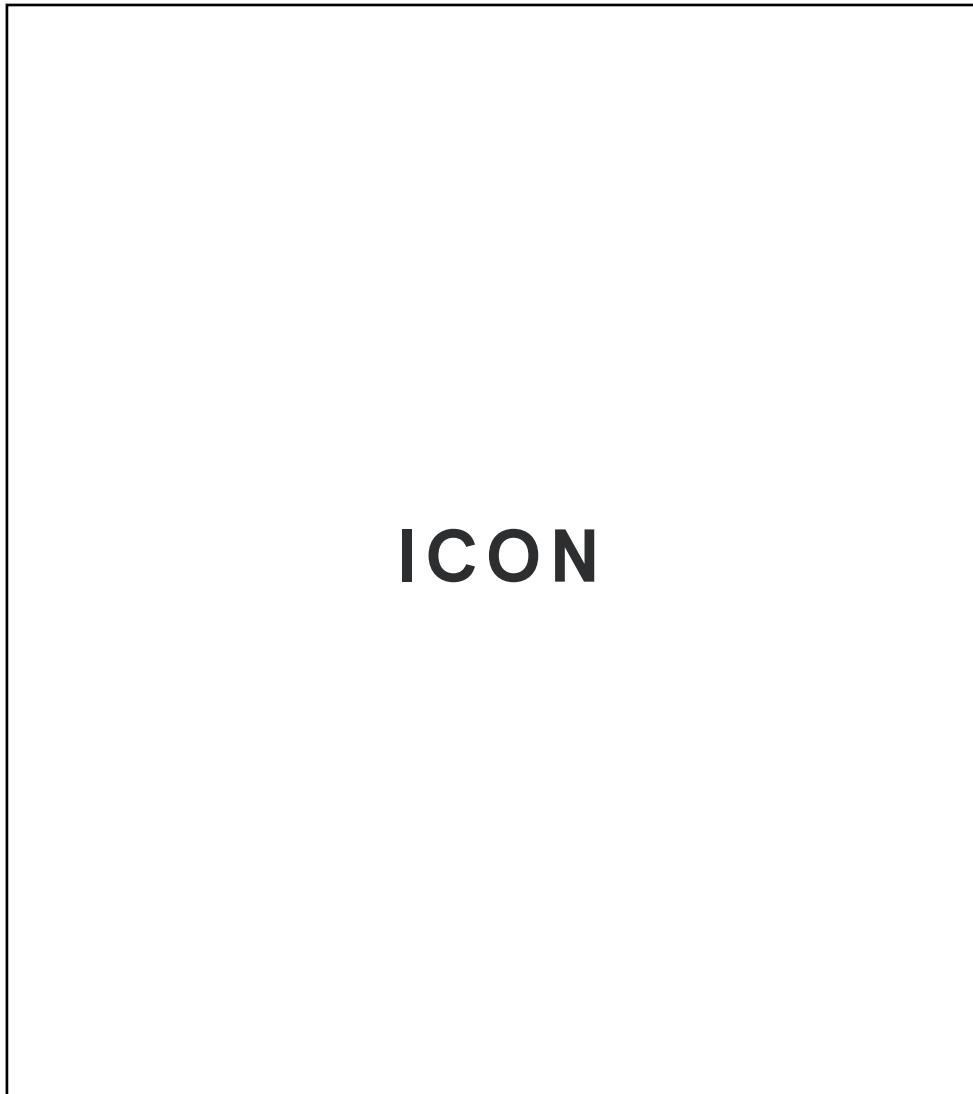
We revised the previous personas significantly to account for new information and new, outcome-focused ways of looking at the data.

- Deprioritized demographic information
- Removed “story” information
- Removed behaviors we did not observe directly from our customers
- Added and refined behaviors we uncovered from our customers
- Incorporated suggestions for design & copy team on how to use this tool in their process
- Added Jobs to be Done for each segment
 - Meaning, what customers “hire” T&N to do to advance their lives (<https://medium.com/@zbigniewgecis/8-things-to-use-in-jobs-to-be-done-framework-for-product-development-4ae7c6f3c30b>)

New customer behaviors & Jobs-to-be-Done template



SEGMENT NAME



ICON

PURCHASE BEHAVIORS

How do our customers make decisions about purchases?

What do they value most as they make a purchasing decision?

SSB NAME & SIZE

Where in the SSB bucket does this segment belong?

AGES & INCOME

What ages and income brackets did we see these behaviors more present?

SLEEP & HEALTH

What sleep & health concerns does this segment have/are most vulnerable?

BRAND AFFINITIES

What brands do they buy from?

01 – Jobs to be Done

SEGMENT NAME

AS A CUSTOMER, I HIRE/WOULD HIRE

T&N products so I can:

- What functional outcomes must a T&N product fulfill for a customer?
- Ex: I hire a TN mattress so I can alleviate my back pain while I sleep

T&N as a brand so I can:

- What emotional outcomes must the T&N brand or experience fulfill for a customer?
- Ex: I hire TN so I can feel like a sleep expert amongst my friends

QUOTE:

“Lorem ipsum dolor sit.”

When can we use this information?

- Reference brand affinities for content and copy inspiration.
- Where is our brand falling short for appealing to these segments?
- How can we present our sales so that they appeal to the different audiences and income brackets, without sacrificing our aspirational brand perception?
- What content do I need to prioritize on the page?
- In what order should I present the information?
- Would this segment be interested in the product we are launching?
- How much emphasis do I put on certain elements vs others if only targeting specific segments?
- For a new project, what goals/jobs do our users want to accomplish? Functional and emotional?
- For roadmapping, where are we falling short on accomplishing user goals? How might we prioritize those gaps?

Onto the good stuff!



General Customer Behaviors

We observed that all customers we interviewed expressed these similar shopping behaviors:

- Desire to compare brands and products across sites. Amazon and YouTube videos are common resources.
- Tendency to correlate price with quality
- Looking for the lowest price and discounts within a brand they prefer
- Ease of shopping, delivery & setup
- Preference for companies with good customer experience
- Preference for companies recommended by friends or family

General Jobs to be Done

AS A CUSTOMER, I WOULD HIRE T&N SO I CAN:

T&N products (functional):

- Sleep through the night
- Be comfortable while I sleep, no matter the position
- Be the right temperature
- Be cozy while I sleep
- Receive the mattress promptly
- Let me sleep on the mattress as soon as it arrives with minimal set up and effort
- Spend less of my hard-earned money than I have to
- Get a high quality product for a good price

T&N as a brand (emotional):

- Feel like I'm getting a good deal on an expensive product
- Trust that customers are unbiased and accurately depict good and bad qualities of the product
- Respond to my questions and issues in a caring and empathetic manner

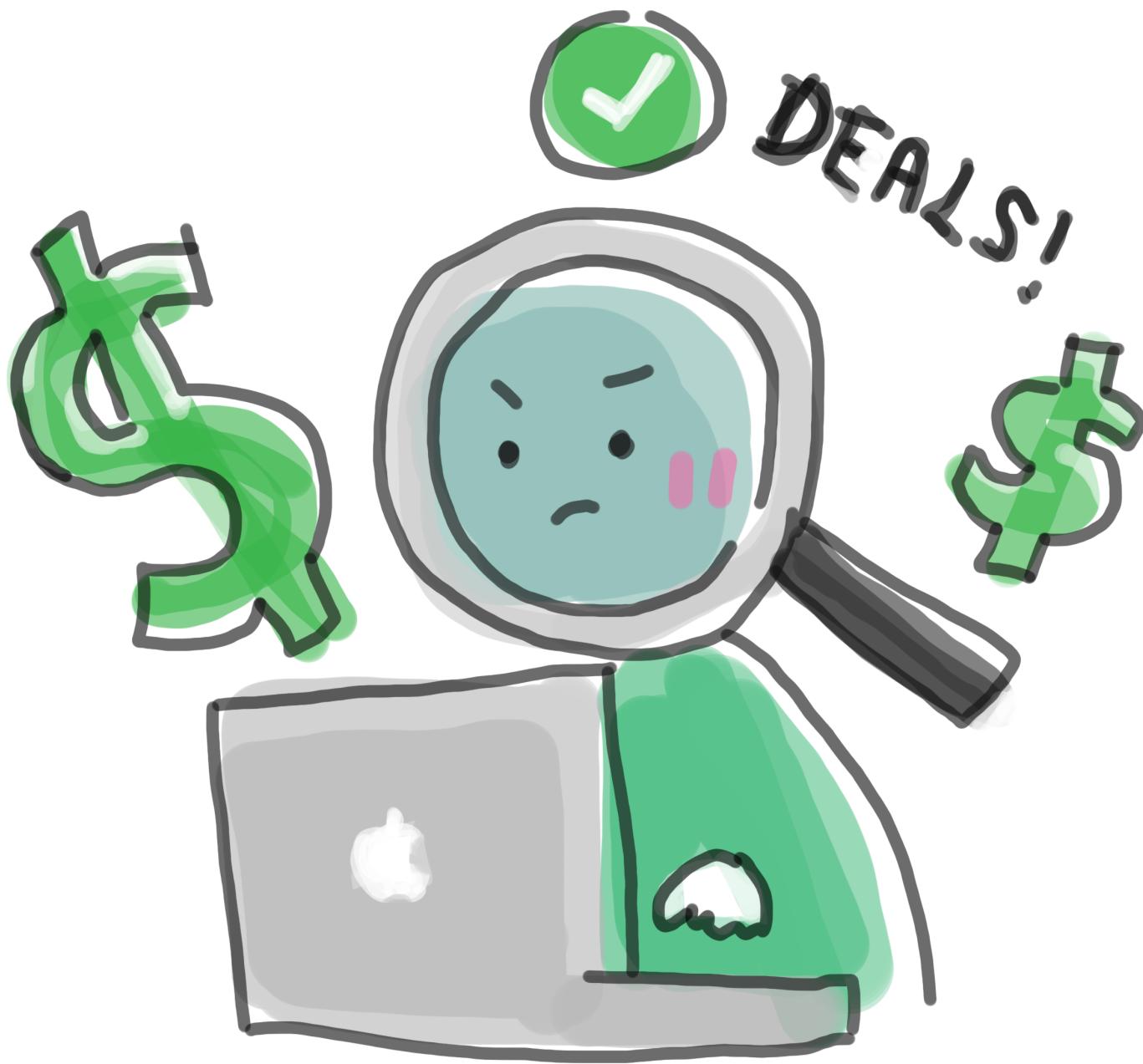
TN.com:

- Compare differences between T&N mattresses through reviews, video and more.
- Show that others with the SAME or SIMILAR sleep preferences as me feel positively about T&N products.
- Show common issues customers experience with T&N products and services
- Let me evaluate whether the mattress works for me long term by letting me sleep on it for 100 days
- Enable purchasing options at Amazon, a place I shop at frequently
- Enable an easy and efficient online purchase
- Respond to my questions and issues regarding T&N products after I purchase

Persona Segments



PRACTICAL SHOPPER



PURCHASE BEHAVIORS

Spends considerable time doing research before any purchase they make.
Mostly cares about finding the best price available for a quality product.
Heavily influenced by sales, promos and discounts.

- Looks for a deal, even if it takes a long time.
- Does lots of research weighing perceived quality and price.
- Looking for the best price/quality relationship, no matter the brand.

SSB NAME & SIZE

Hassled Streamliners,
20%

AGES & INCOME

18–64 years old
\$30K-150K

SLEEP & HEALTH

- Insomnia
- Back Pain, Hip Pain

BRAND AFFINITIES

Reddit, Amazon, NPR, Video Games, IKEA, Target, Walmart

PRACTICAL SHOPPER

AS A CUSTOMER, I HIRE/WOULD HIRE

T&N products so I can:

- Alleviate my back pain while I sleep
- Spend less of my hard-earned money than I have to

T&N as a brand so I can:

- Feel like I'm getting the best deal on an expensive product
- Feel like an innovator
- Been seen as a subject matter expert on alleviating sleep issues

QUOTE:

“I was almost set on T&N but was waiting for it to go on sale.”

PRACTICAL FAMILIES



PURCHASE BEHAVIORS

Involves more than one person in the decision making process, considerations are not individual but family oriented. Cares about manufacturing and materials of product.

- Couples makes decisions as a team.
- Informed customers, not impulse shoppers.
- Relies on media for product recommendations (radio, tv, youtube commercials).
- Desire for less toxic products/materials, interested in manufacturing and materials.
- Does lots of research weighing perceived quality and price.

SSB MARKETING

Hassled Streamliners, 20%
Restless Solution Seekers,
12%

AGES & INCOME

25–44 years old
\$100–200K

SLEEP & HEALTH

- Previous back or hip surgery
- Pregnancy

BRAND AFFINITIES

Target, Amazon, Home Depot,
Lowes, IKEA, Costco, Bed Bath
& Beyond

PRACTICAL FAMILY

AS A CUSTOMER, I HIRE/WOULD HIRE

T&N products so I can:

- Alleviate my back pain while I sleep
- Will not cause skin, breathing or other health issues.
- Will not harm the environment.
- Spend less of my hard-earned money than I have to

T&N as a brand so I can:

- Feel like I'm getting the best deal on an expensive product
- Feel like an innovator
- Been seen as a subject matter expert on alleviating sleep issues
- Feel my well-being is prioritized over taking my money

QUOTE:

"I ended up choosing T&N because of the incomparable price point, the return policy & the low off gassing/environmentally friendly."

ENTHUSIASTIC INVESTOR



PURCHASE BEHAVIORS

Interested in high quality products and brands. They pride on purchasing from companies that are pioneers/disruptors and have best in class products. Once they find a product they love and trust they become loyal to the company. and become promoters of the brand/company. Have more spending power, so they are willing to spend more if higher quality.

- Doesn't care about spending more if it comes with higher quality.
- Tend to be loyal to brands used in the past
- Are doing well in their careers.
- Skeptical on low prices
- Less family related financial responsibilities.
- Drawn toward home remodeling, decoration and improvement
- Will still wait for products to go on sale.

SSB MARKETING

Tuned in Enthusiasts, 17%

AGES & INCOME

35–64 years old
\$100–200K

SLEEP & HEALTH

Scoliosis

BRAND AFFINITIES

Apple, Tesla, Sonos, Joybird, Crate & Barrel, Pottery Barn, Athleta, Ann Taylor, Wall Street Journal

ENTHUSIASTIC INVESTOR

AS A CUSTOMER, I HIRE/WOULD HIRE

T&N products so I can:

- Alleviate my back pain while I sleep

T&N as a brand so I can:

- I can rely on them as a place where I can buy sleep products again and again.
- Do not push me into spending my money right away
- Feel my well-being is prioritized over taking my money
- Respond to my questions and issues regarding T&N products promptly, through reviews, email, phone, chat, social media before I purchase
- Respond to my questions and issues in a caring and empathetic manner before and after I purchase
- Be seen as a subject matter expert on alleviating sleep issues
- Makes me feel like an innovator
- Support happy employees and livable wages
- Feel like I'm getting the best deal on an expensive product

QUOTE:

“T&N reached out in a different way, doesn’t feel as salesy.”

“If there’s a product I like, I’ll consistently buy it.”

SENSORY SHOPPER



PURCHASE BEHAVIORS

Preference to seeing items in store, specially big ticket items. Doesn't like returns.

Higher value to the customer experience when considering a purchase.

- Tend to shop in-store near their home where they can see and touch products.
- Don't like returning items so they are skeptical of new brands or things they can't touch first.
- Concerned with quality and durability but also want to make sure they are getting a good deal.
- High value to the customer experience offered by a company.

SSB MARKETING

Hassled Streamliners, 20%
Restless Solution Seekers,
12%

AGES & INCOME

35–55 years old
\$30–100K

SLEEP & HEALTH

- Old mattress causing back pain

BRAND AFFINITIES

JC Penny, Target, Amazon,
Kohl's, Macy's, Columbia

SENSORY SHOPPER

AS A CUSTOMER, I HIRE/WOULD HIRE

T&N products so I can:

- Alleviate my back pain while I sleep

T&N as a brand so I can:

- Feel the products in person before I purchase
- Respond to my questions and issues in a caring and empathetic manner before I purchase.
- Let me evaluate whether the mattress works for me long term by letting me sleep on it for 100 days.

QUOTE:

“I don’t like returning things.rather than thinking if I don’t like it I’ll return it.”

STATUS HUNTER



PURCHASE BEHAVIORS

Preference for brands and products recommended by friends, family and social media. Brands define them and give them status among their friends. They don't have the budget to purchase from high quality, high cost brands, thought they want to.

- Buying brands recommended by friends and family
- Heavy use and shopping in social media.
- Brands define them.
- Doesn't have a budget to purchase from aspirational brands.
- Mattresses are not a "cool" thing to buy or talk with friends about.

SSB MARKETING

Status-Conscious Strivers,
21%

AGES & INCOME

18–30 years old
\$20–90K

SLEEP & HEALTH

BRAND AFFINITIES

Target, Amazon, Loft

STATUS HUNTER

AS A CUSTOMER, I HIRE/WOULD HIRE

T&N products so I can:

- Spend less of my (or my parents') hard-earned money than I have to

T&N as a brand/company because:

- Feel like T&N fits in with other brands I evangelize and buy.
- Let me evaluate whether the mattress works for me long term by letting me sleep on it for 100 days.
- Enable purchasing options at Amazon, a place I shop at frequently.

QUOTE:

"I bought a couple things from Wayfair (furniture) and I wouldn't do it again; It feels like they come from a dirty warehouse and although the furniture looks good there's no story behind it;"