CUSTOMER PERSONAS

Bring your customer(s) to life--using images, sketches, and other visual elements to describe who they are, what they do and care about, and how they think.

Describe three characteristics or behavioral traits of your customer, along with a descriptive name and title, indicating their background

Pro-tip: Be as specific as possible, the more detailed you are, the easier it will be to empathize and identify with them.

Customer Persona 1

Visual of the Customer Persona (pictures, sketches, storyboards, etc.)

SNG Pkitchen

Every Plate

In the need of acquiring more customers

Demographics or other

details of the Persona

Want cheaper Commission fee

Interested in bento vending machine

provide an

inclusive

environment

Customers are

satisfied with

our service

NAME: Snap Kitchen, EveryPlate

Offer diverse

Customers are

satisfied with

the food taste

Provide cost-

effective meal

goes up

Overall revenue

goes up

options

TITLE: Pre-Made Meal Preparers

create a

relaxing vide

Customers are

happy with the

price

Access to

potential

costumes

Customer Persona 2

Visual of the Customer Persona (pictures, sketches, storyboards, etc.) Demographics or other details of the Persona

want a new revenue stream



want employees to save time on lunch

Reduce food waste (for those companies which provide meals)

provide an

inclusive

environment

Help feel good

after having

nutritious

meals

Provide healthy

and convenient

food options

NAME: Raj P.

Help look fit

and in shape

Help feel good

Eating healthy

meals that can

Eating healthy

meals that can

be ready quickly

be ready quickly

after eating

NAME: SkyLoft/WeWork/Capital Factory, etc.

Apartment Complex, Office Building, Co-working

Offer diverse

options

Help stay

energetic

during work

Help save time

on getting a

meal

Create a

satisfying

residential/wor

king

environment

Help mitigate

stress

Attract new

residents/work

ers/companies

Residents'/Empl

oyees'

satisfaction rate

goes up

Customer Persona 3

TITLE: Corporate Millennials (Foothold Customer)

Help look

wise)

healthy (skin

Help eat with

peace of mind

Precisely shape

nutritional plan

Help maintain a

balanced diet

Visual of the Customer Persona (pictures, sketches, storyboards, etc.) Demographics or other details of the Persona

> Busy work schedule

Want to eat healthy

Not enough time to cook

Help enjoy

Social Events

Help maintain

to improve

confidence

weight gain diet

Help maintain a

balanced diet

Help eat with

peace of mind

Customer Persona 4

Visual of the Customer Persona (pictures, sketches, storyboards, etc.)

Demographics or other details of the Persona

Pay for health coach, gym membership, etc.

40-55 yrs old

Have underlying health problems or try to lose weight

Help balance

Help digest

properly and

feel good after

having meals

NAME: Michael D.

TITLE: Successful/Middle-class, Middle- aged working professionals

CUSTOMER JOBS Top Social Jobs

Describe the customer's top three social jobs-to-be-done.

Top Emotional Jobs

Describe the customer's top three emotional jobs-to-be-done.

Top Functional Jobs

Describe the customer's top three

functional jobs-to-be-done.

PAIN POINTS & ASPIRATIONS

Define the most important pain points and aspirations of your personas. For example, if you have a digital-related Innovation Challenge, you may want to define your persona's frustrations they have with their device. You may also want to consider the persona's goals and motivations to why they are using the device.

Reach to potential costumers

Average

consumption

per meal rises

Costumer satisfaction rate

Returned customer increases

Gain more

revenue

Upgrade facility

Occupancy rate goes up

employees' health condition improved

Help feel good after eating

Help look fit and in shape

Meet

needs

nutritional

My health is declining

CUSTOMER QUOTES

Record actual customer quotes from the field--helping to describe the customer's true sentiments, frustrations, desires, opinions, etc.

"Almost all of my customers live within 3 miles away from our place."

"We want to provide our residents convenient food options, so that there's no need to go out and grab the food ."

Overall revenue

goes up

"Our employees are tried of work on weekdays and going out for lunch is time-consuming."

"I usually skip breakfast before work or lunch because I'm overloaded" "I want to feel better after eating, not worse."

Help look

younger

Against aging

Cooking requires a

lot of effort

work and life Help stay in (leisure time shape with friends and family)

Help stay Help mitigate stress, improve mental health

energetic during work

Meet

Prevent from potential diseases

nutritional need

Stay healthy

mentally and

physically

Help look fit and in shape

"I don't have the energy to cook all my meals after work."

"I'm tried of work on weekdays and preparing/cooking for meals is time-consuming."