User Persona and Value Proposition Analysis

Workshop Tasks

* Define and build user personas for your project
* Build a value Proposition Canvas for each of those persona
* Build a general Value Proposition Canvas, summarizing the characteristics of the target population and how they relate to your product idea.

**User Persona A**

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| CcFSMG6XIAAZlpk.jpg  MingLee | **BACKGROUND**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **AGE: 38**  **Gender: Male**  **OCCUPATION: Office worker**  **STATUS: Separated**  **ARCHETYPE:** |
| **ADVANTAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Well-versed with smartphones * Financially capable | **DISADVANTAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Bad at planning meals for kids * Lack of nutritional knowledge * Constantly busy with his demanding job |

**BIO**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Single father of 2 young children, one in kindergarten and one in primary school. He has a day job from 9am to 6pm (not inclusive of over-time) and barely have time to pack lunch for his two children in the morning. Consequently, due to time constraints the lunch boxes packed for his kids contain unhealthy food, such as chips, pre-packaged food and soft drinks.

**VALUE PROPOSITIONAL CANVAS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**User Persona B**

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| photo.jpg  James Kappa | **BACKGROUND**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **AGE: 29**  **Gender: Male**  **OCCUPATION: Teacher**  **STATUS: Married**  **ARCHETYPE:** |
| **ADVANTAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Care about nutrition balancing * Loves to cook and prepare lunch boxes * Wants to show off his creative recipes with others | **DISADVANTAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Finds it tough to come up with new recipe idea everyday * Finds it a hassle to calculate nutritional values of the recipes |

**BIO**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Married father with 1 young children who is studying in the primary schools. He loves to prepare lunchboxes for his son but lately, he has ran out of ideas for it. James wants to seek out other creative and healthy recipes for his son's everyday lunchbox, as well as sharing his with others.

**VALUE PROPOSITIONAL CANVAS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**User Persona C**

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| 4dbb159a38fe4a59f06a58756dd3cfad7995d1ad393c79a1ef3da22b24d875be.jpg  Mikaela Costello | **BACKGROUND**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **AGE: 21**  **Gender: Female**  **OCCUPATION: University student**  **STATUS: Single**  **ARCHETYPE: Sporty, Jock** |
| **ADVANTAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Health-conscious * Likes sport and exercises | **DISADVANTAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Financially constrained to stay on budget * Find it hard to find options outside to buy meal that is healthy and cheap at the same time |

**BIO**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A health-conscious university student who wants to stay on track for her health and diet, but has little to no income. She wish to pack her own meal on her day out at the university, at the same time making the meal sufficient and healthy for her sporty lifestyle.

**VALUE PROPOSITIONAL CANVAS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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