

Product tool

Personas

Personas are a **one-person stand-in** for a segment of customers. When we do personas, we try to capture the flavor, depth, and emotions of this target customer. We try to make this customer come to life.

Personas are an **easy way to communicate** our target customer with our engineering, marketing, sales, and executive teams.

If **users** and **buyers** are separate people, we may want separate personas.

Personas can be faked, but don't do this! We use personas to capture the depth and essence of our target customers, using stories from our **in-depth customer interviews** to guide us.

Personas are a **flexible tool** – and we can modify them to meet the needs of our business. Personas often include the elements listed on the right.

Goals: What is the person trying to do, what motivates her?

A day-in-the-life

Name, role, quote

A good day, a bad day... find the emotions!

Juliet

Compliance and safety manager at a major trucking company

"There is nothing more important to us than the safety of our drivers, and the safety of all the other people on the roads around our trucks."

Job goals

1. Keep all the drivers in her company safe and get them home to their families. No collisions, no injuries to drivers or the public
2. Avoid company fines for compliance violations
3. Keep the company's Compliance, Safety and Accountability (CSA) score healthy to ensure access to government contracts

A day-in-the-life

- Reviews driving accident videos, together with her staff. Looks at compliance dashboards of yesterday's driving logs. Seeks out drivers that are doing exceptionally well and notes any drivers with minor (or major) compliance violations
- For drivers with excellent records, Juliet and her staff contact the driver with compliments, and monthly rewards
- For videos showing unsafe driving or driving logs showing a pattern of compliance violations, Juliet and her staff contact the driver, share the videos or non-compliant driving logs, and coach the driver for safer behavior

Role in the purchase process

For value added, economic logging drivers, and compliance monitoring

- Juliet leads the evaluation team for solutions and makes recommendations to the company's executive team

Engagement triggers

What prompts Juliet to research and consider new safety and compliance solutions?

- Purchase of new trucks, with the opportunity to add existing solutions or reach vendor
- Change in regulations, prompting a re-evaluation of current safety and compliance solutions

A good day

🟢 No safety violations and few compliance violations. A day without surprises.

A bad day

🔴 A collision in Montana. A set of drivers in North Carolina who are cheating on their driving logs. CSA score takes a hit. Company gets fined.

© Todd Birzer

Role in the purchase process, engagement triggers