Product tool

Personas

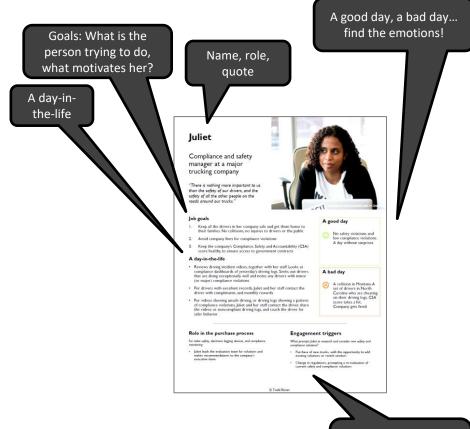
Personas are a *one-person stand-in* for a segment of customers. When we do personas, we try to capture the flavor, depth, and emotions of this target customer. We try to make this customer come to life.

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.



Role in the purchase process, engagement triggers