

Designit®

May 11th 2011

JBL Persona Mapping Workshop



Goal of this workshop

Introduce a tool that efficiently defines potential target groups. It is a framework for future product portfolios, their features, and design language. We will identify visual, haptic, and functional needs and opportunities

Table of Contents

1	What does JBL stand for?
2	Who does JBL want to cater
3	Market Opportunities
4	JBL Design Principles

What does JBL stand for?



JBL stands for:

Performance / Rebellious / Loud

**Who is the target group that JBL
*wants to cater?***



Identifying the target groups

A diverse range of representative people are discussed and a few target groups are chosen as the audience JBL wants to cater.

This helps ensure the right product is developed for the right audience



Selecting potential target groups

There were 90+ representative people to choose from.

Selecting potential target groups

Of the 90+ representative people to choose from, about 15 were selected.

From here, we begin to see that JBL wants an audience that values quality in performance, rebellious individuality, or complimenting entertainment to living loudly

From these target groups,

- 1) who are the ***greatest influencing groups***, and
- 2) where are JBL's ***market opportunities***?

Price per unit



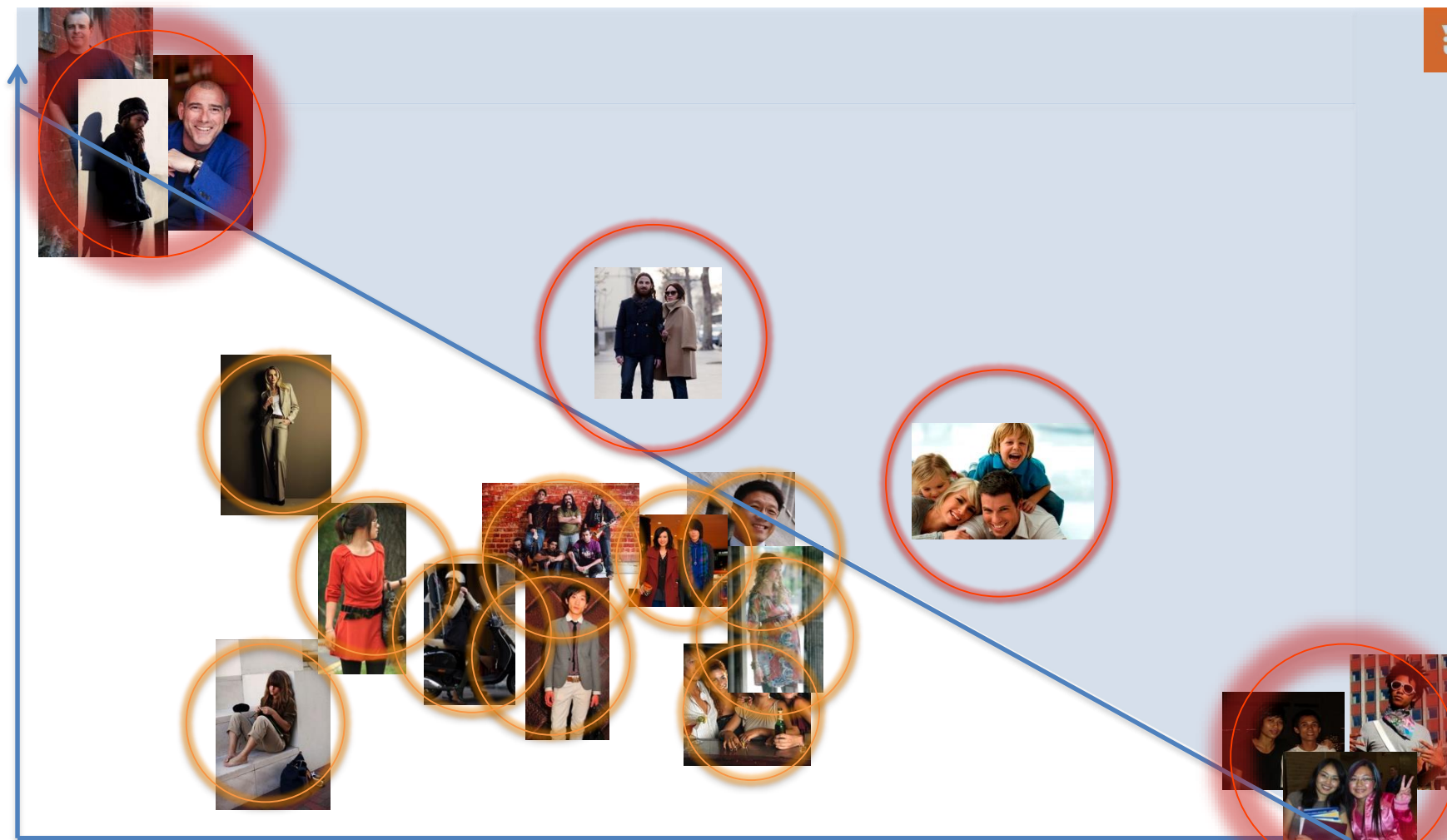
Purchasing Volume

Purchasing behavior

Each target groups is mapped against price per unit and volume to understand where the greatest influencing groups and market opportunities lie

The groups of most interest are those located above the diagonal line, as they are willing to pay a higher cost per unit and purchase larger quantities in the market

Price per unit



Purchasing Volume

Purchasing behavior

Each of these selected persona belongs to a circle of buying-influence groups: primary, secondary, or tertiary groups

Primary groups offer the most potential because they are aspirational to other groups, will be the first to purchase, and exist in high volumes

Primary:

Make their own purchasing decisions based on individual research

They are aspirational to groups around them

Secondary:

Will be influenced by primary group

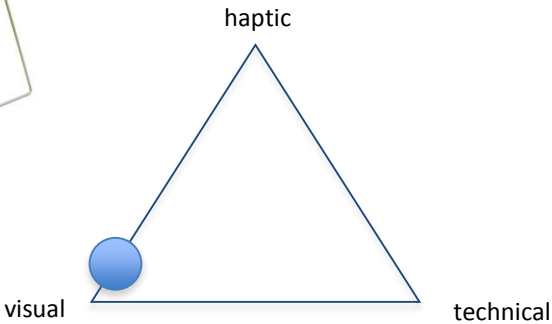
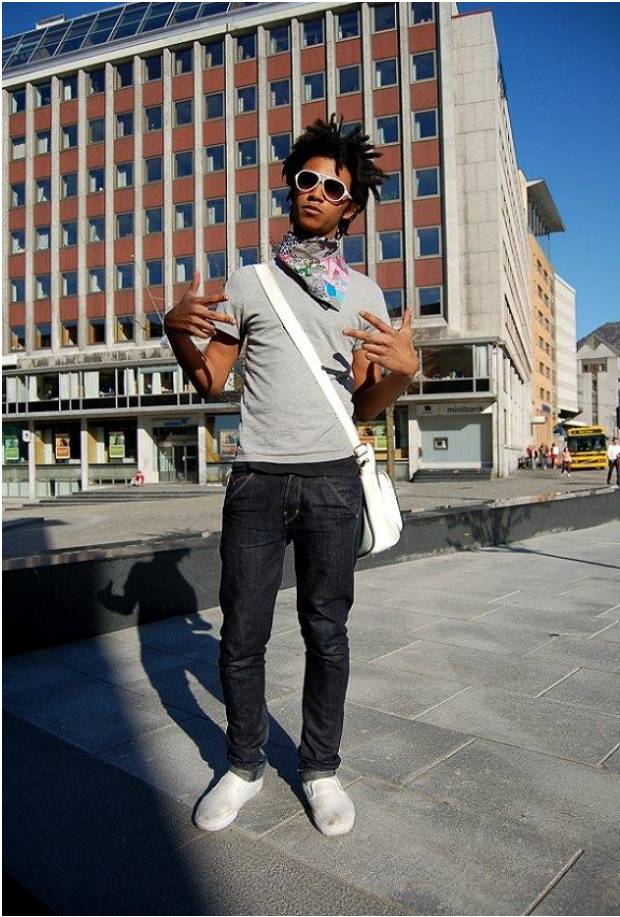
They influence the tertiary group

Tertiary:

Will be influenced by the secondary group

May have others make their purchases

What do these aspirational target groups *need*?

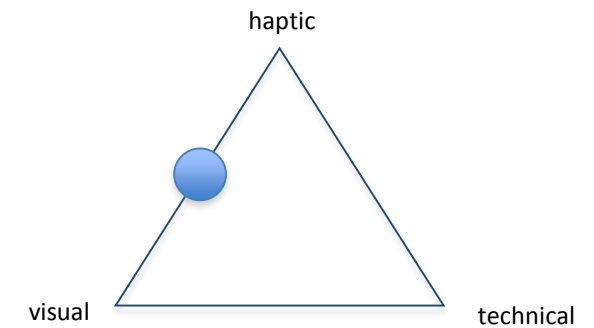


Aspirational Persona A

Needs/Keywords

Individual, Bold, Active, Dynamic, Exciting, Image-conscious, Spontaneous, Entertaining, Fashion-Forward, Clever

Visually driven needs

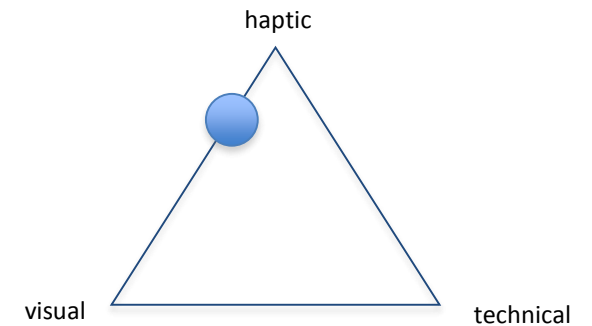


Aspirational Persona B

Needs/Keywords

Solid, Reliable, Long-lasting, Flexible solution, Easy to use, Clever, Simple, Good-looking

Combination of visual and haptic needs

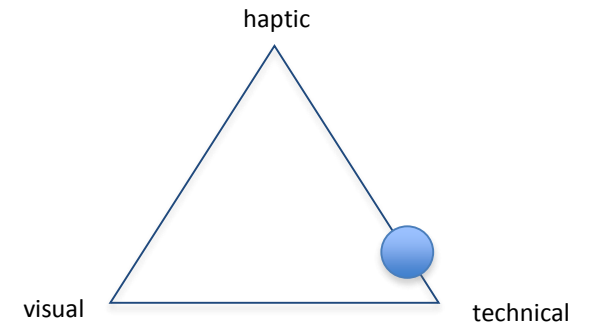


Aspirational Persona C

Needs/Keywords

Timeless and Modern, Clever, High Quality, Sophisticated, Comfort, Urban, Resolute, Deliberate

Greater Haptic needs



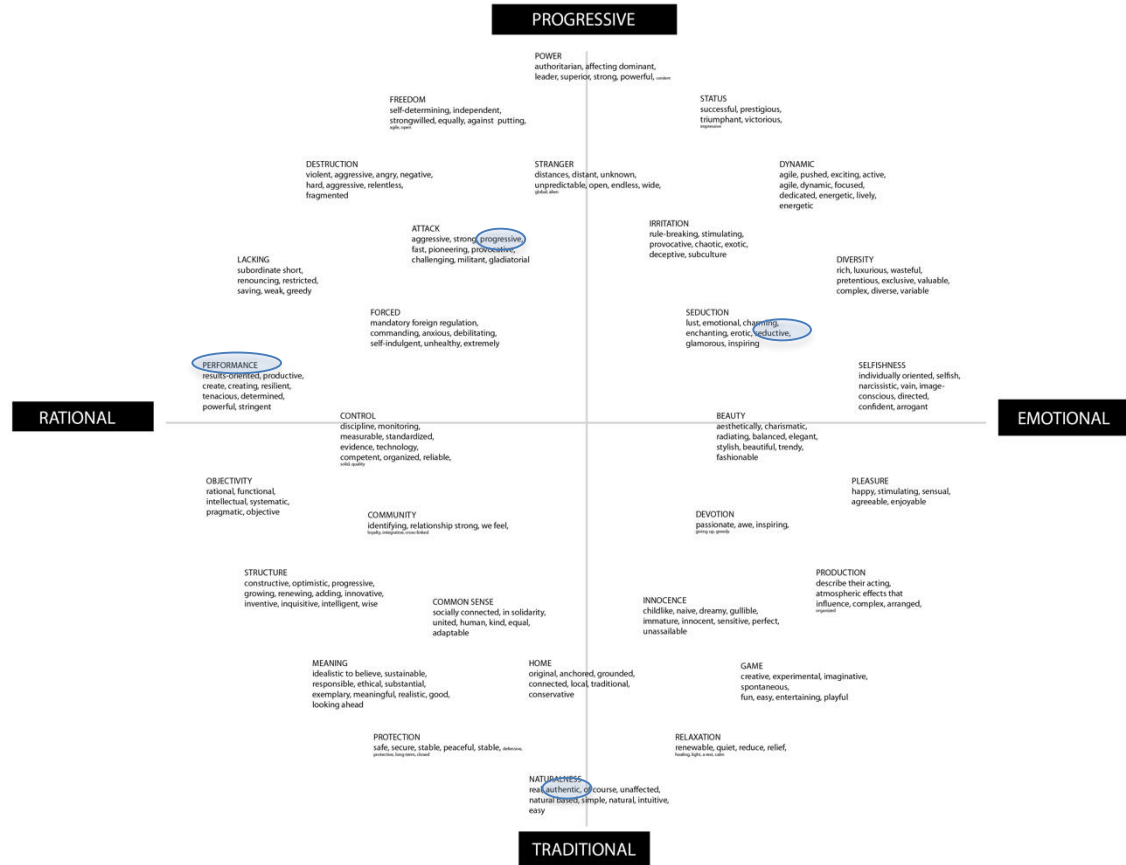
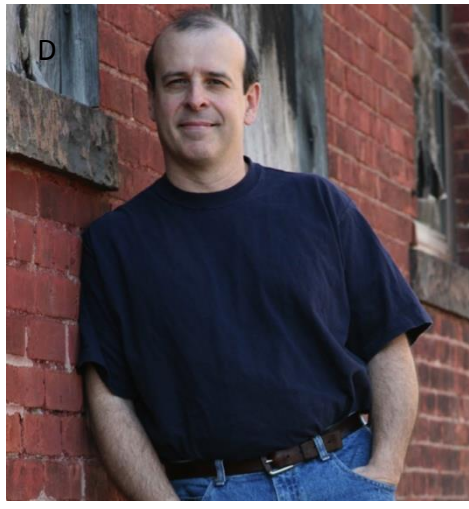
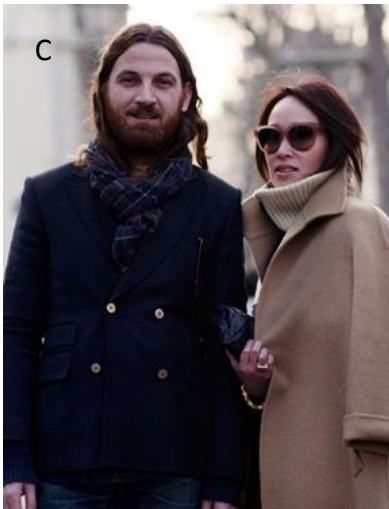
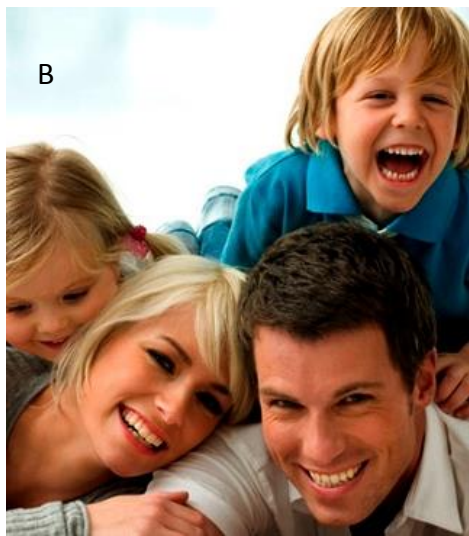
Aspirational Persona D

Needs/Keywords

Authentic, Reliable, High Quality, Timeless originality, Clever,
Innovative, Technically Oriented

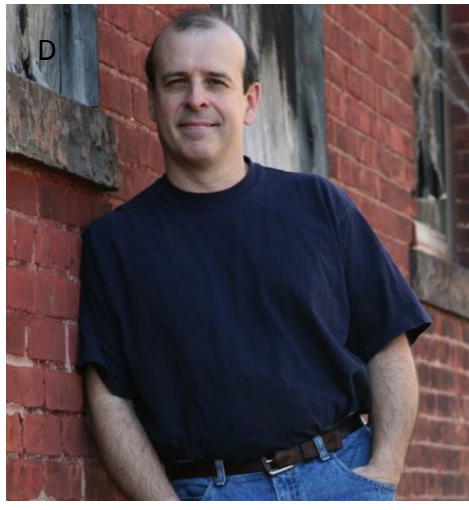
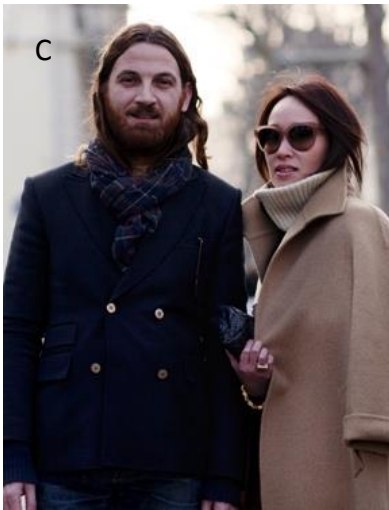
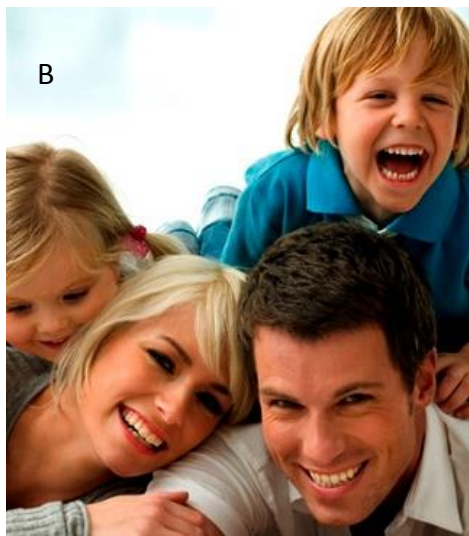
Greater Technical needs

**What are JBL's *Design Principles* based
on the Personas' needs?**



Design Principles

A semantic cloud of words is then used to help map out each Persona's key design principles based on their visual, haptic, or technical needs

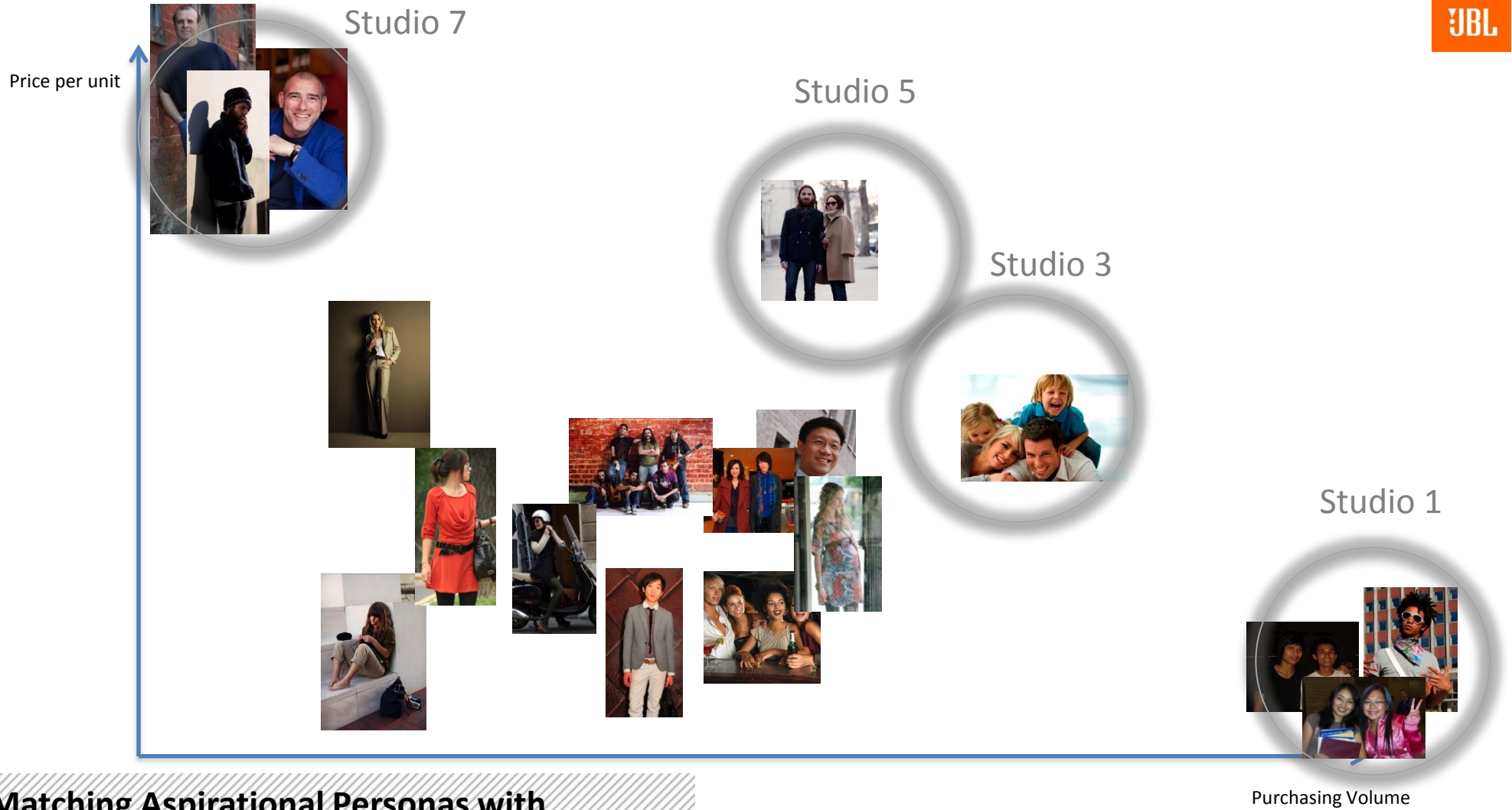


Eye Catching	NOT	Trendy
Rebellious	NOT	Aggressive
Provocative	NOT	Offending
Timeless	NOT	Old Fashioned
Loud	BUT	Clear
Detailed	BUT	Functional
Advanced	BUT	Acceptable
Seductive	BUT	Flirty

JBL Design Principles

From our four personas, there is a standard set of JBL Design Principles that addresses their haptic, visual, and technical needs

These JBL Design Principles are guidelines that should apply to all JBL portfolio product categories



Matching Aspirational Personas with existing JBL Home Entertainment Studios

Thank you