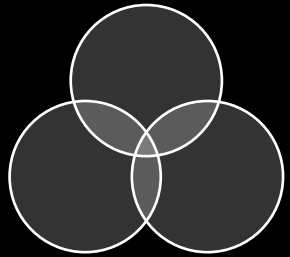
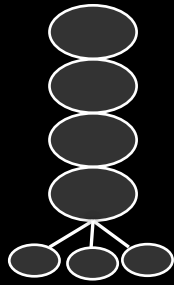




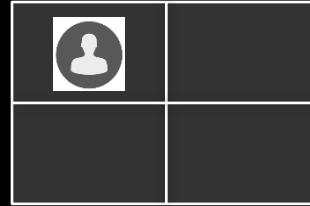
Persona



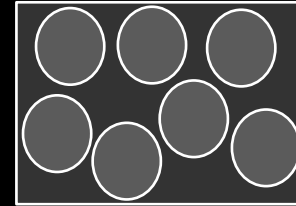
triangle



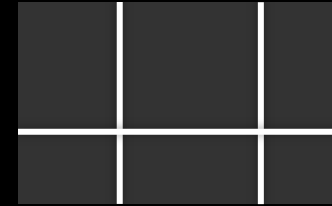
story



persona



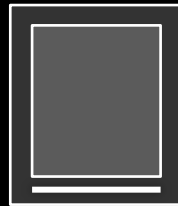
topic map



radiator



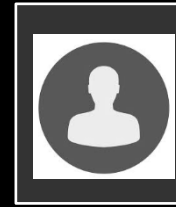
six pack



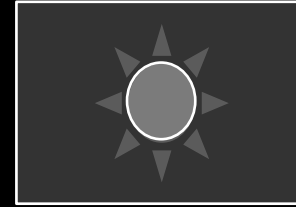
UVP



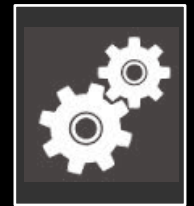
validation



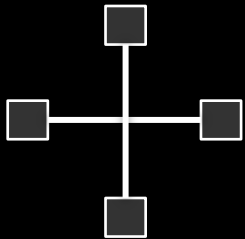
HRB



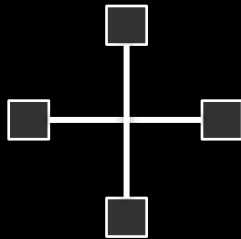
sunny day



proto



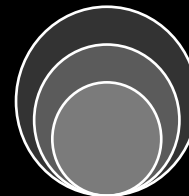
compet'n



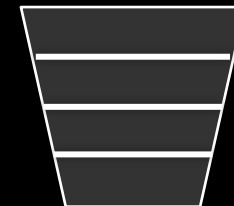
MVP



USP



TamSamSom



funnel



pitch

Make something people want



Paul Graham

People \neq Persons
People = Customers

Customer \neq A Person
Customer = Persona

Customer =
a demand pattern that
reached critical mass

Enter Customer Persona



portrait

- STALKS FEW PEOPLE INTENSELY
- SWAPS FB ACCOUNT DETAILS TO RECH TARGETS
- USES FB 1-2 HRS/DAY
- SHARES PICS/Gossip WITH (LOSE FRIENDS)
- STALKS MORE AROUND LIFE EVENTS

behaviors

- EDA, 24 YR OLD
- STUDENT AT BOĞAZİÇİ
- USES IPHONE
- SINGLE
- SPENDS 1000TL/month
- LIVES IN ISTANBUL
- HAS 700 FB FRIENDS

facts

- NEEDS TO REMAIN ANONYMOUS
- WANTS TO KNOW LIFE EVENTS ASAP
- NEEDS TO SWAP COMMENTS/Gossip freely
- WANTS ACCESS TO WHAT COMMON FRIENDS CAN SEE/SHARE

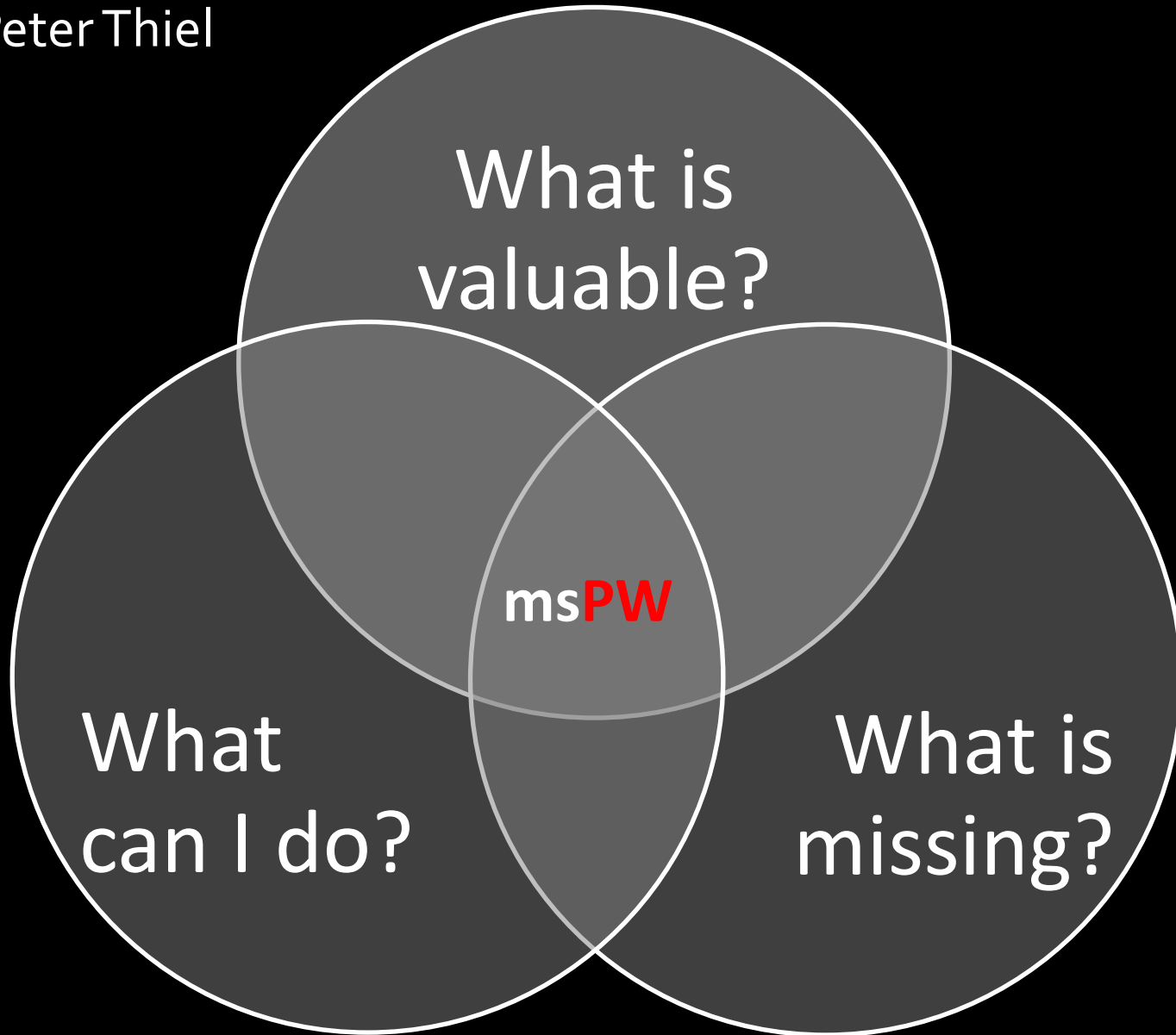
wants and goals

How do you
pick a customer?

1. Use the Triangle
2. Use SCQA
3. Dump&Sort



Peter Thiel





ideal customer



1. Use the Triangle
2. Use SCQA
3. Dump&Sort

Iterating through SCQA
forces you to think
about your answer, and
therefore, your customer

Good Answer =
specific uncertain claim

Better Answer =
three levels deep

Best Answer = Unique Value Proposition

others can NOT claim
clarifies options
uncovers a strong truth and names it
creates tension, urgency, desire in
persona's mind

1. Use the Triangle
2. Use SCQA
3. Dump&Sort

Pick A Customer

- Write down 5 customer types
- Write one customer per sticky
- Remove duplicates, consolidate as a team
- Dot vote and pick one to focus

do it

How do you build a persona?

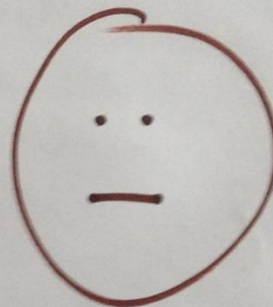
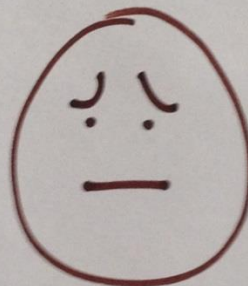
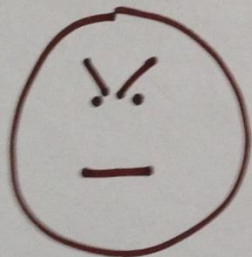
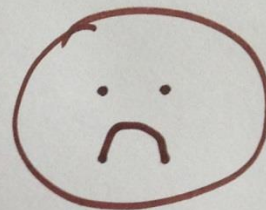
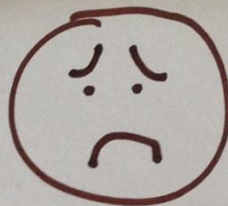
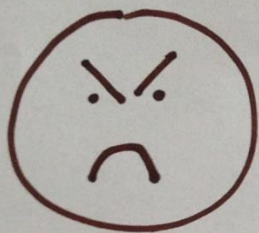
Build a Persona

1. Draw the portrait
2. Identify facts
3. List behaviors
4. Optional: List Wants and Goals
5. Check and consolidate

Learning Drawing = A Training in Observing

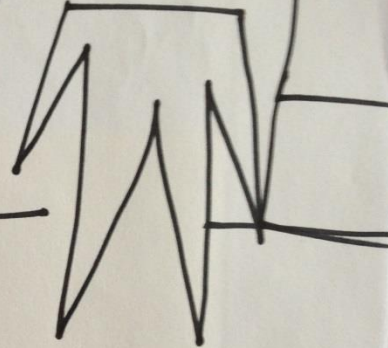
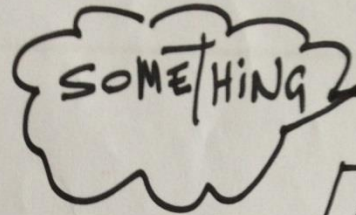
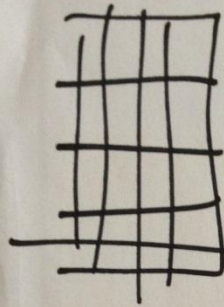
You needn't artistic skills to draw
Anyone can do it, like riding a bicycle

Enter Emotion Matrix

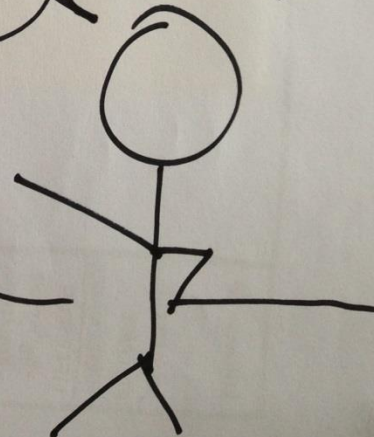


Enter Stickman

INSIDE



OUTSIDE



Imagine your customer

who are they?

what are they like?

how do they behave?

what are they trying to achieve?

Build a Persona

1. Draw the portrait
2. Identify Facts
3. List Behaviors
4. List Wants and Goals
5. Check and consolidate



do it

List Facts

- Write down ten demographic items
 - gender, age, family status, education, income, residence
- One idea per Post-it
- Divide list into two piles: **important vs. less important**
- Stick 5 on Persona sheet, pass around to quick share
- Write down 5 on persona

do it

List Behaviors

- Write down ten behaviors
(= VERBS, you can observe)
- Divide list into piles of **risk**
- Pass around, quite read
- **Consolidate, select riskiest top 5**

do it

List Behaviors

- Do nothing, and keep using old
- Eliminate root cause
- DIY
- Buy competitor
- Hire someone

do it

Optional: List Wants and Goals

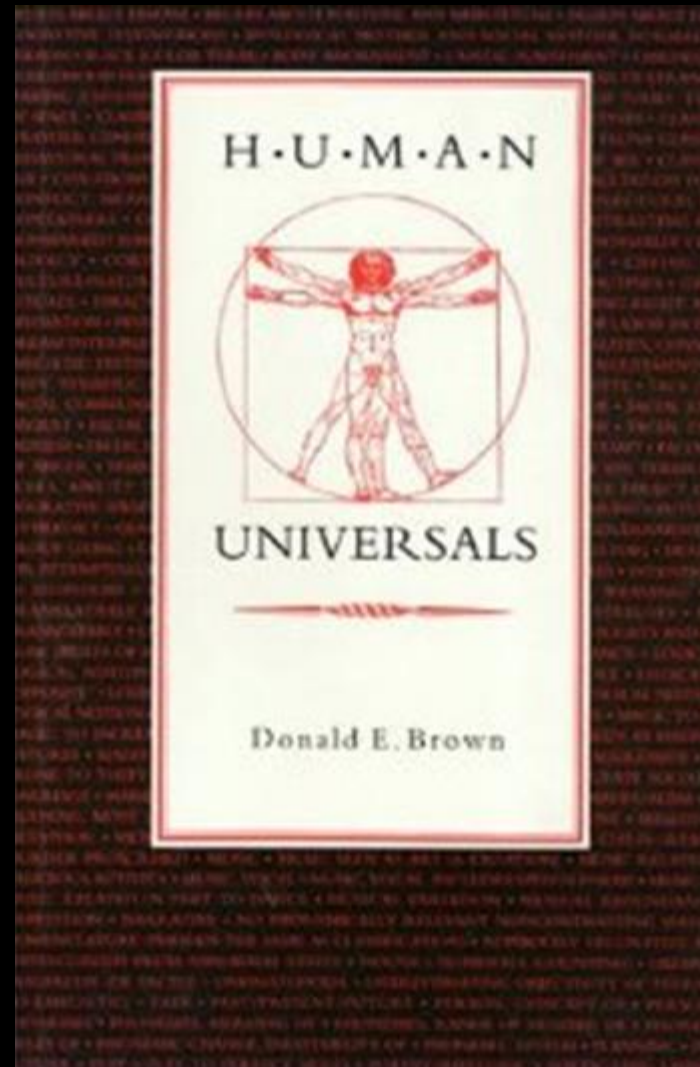
- Write down **Ten Wants and Goals** (= positive outcome of Behaviors)
- Think WHY would someone do those behaviors?
- Keywords are: wants, wishes, hopes, would likes
- Avoid the trite: everyone wants time, money, power
- Divide into **two piles of five: important vs. less important**
- Quick share and write down 5 on persona

do it

Avoid the Trite: Meet John/Jane Doe

- People are not as satisfied as they could be
- Almost everyone fears rejection
- Most people have a low/moderate self esteem.
People want decisions that make them look good
- 2/3 of women and 1/3 of men dislike the way they look
- Almost everyone works to avoid pain
- People don't have time to comparison shop
- When their mind is set on something, they want it now
- Almost everyone is afraid to grow old, fears death

People want
same things at the
deepest level



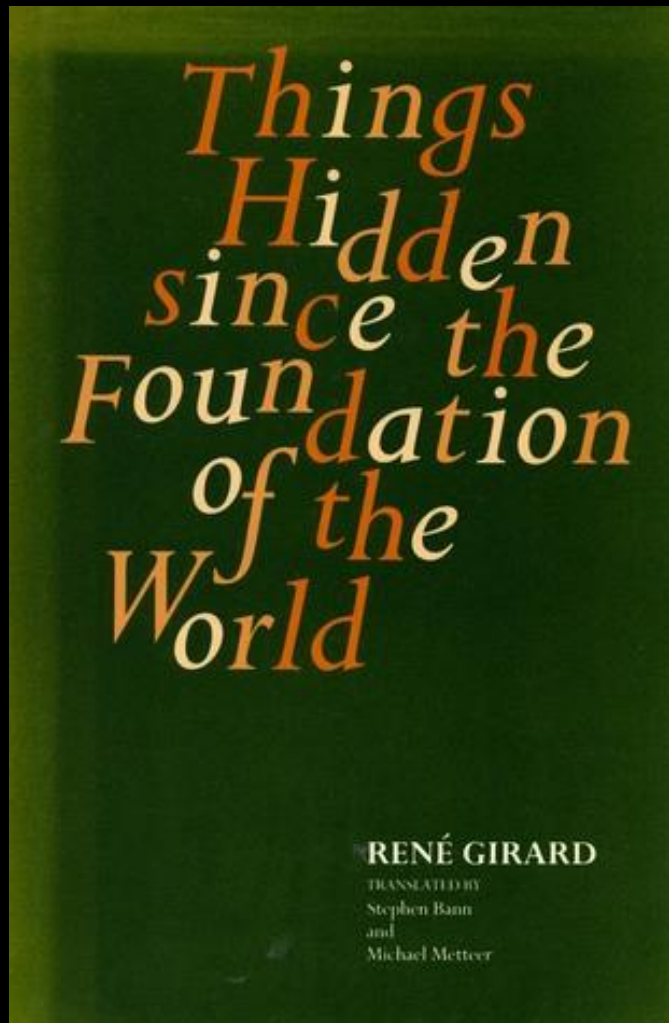
THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

People want
what others want
at surface levels



Build a Persona

1. Draw the portrait
2. Identify facts
3. List behaviors
4. List Wants and Goals
5. Check and consolidate

Check for

3 common problems

1. Is it a caricature?
2. Is it one specific person you know?
3. Can you find persons like persona?

Consolidate as a Team

- Tape personas at eye level on the wall
- Quite read
- Combine strongest parts to one
- Spend most time on behaviors

do it

Have a conversation and
Highlight the riskiest
behaviors and wants

Risk = if assumption is false, then
product won't work

Purpose of the entrepreneur
is to **create a customer**



Peter Drucker



Persona