**Week 4 Lecture**

**Reflection Paper – Due March 13**

* Not technical paper
* Dissect service; choose something broken with multiple channels
* Do all you can to interact (study in person, interviews, etc.)
* Make it personal, focus on layout too, add a conclusion

**Personas**

* Archetypes to identify real user profiles, needs, wants, and expectations to design best experience
* Representation of goals/needs but derived from research
* Marketing – demo, buying motivation, WHO
* Proto – secondary research, educated guess
* Design – user goals, current behaviour, field research, real people
* Build for extremes not averages
* Extreme users 🡪 amplified needs and more notable workarounds

**Customer Profiles**

* Customers rarely make buying decisions based on “average” customer
* Look at needs instead of basic demographic (ex. Age)
* Described specific customer segment in your business model
  + Jobs, pains, gains

**Value Proposition Canvas**

* Jobs to be done – focus on customer needs
  + Innovator’s Dilemma – market leader, view entrant, takeover, repetitive cycle
  + Functional Jobs – specific task
  + Social Jobs – look good, gain power/status
  + Personal/Emotional Jobs – seek emotional state
* Pains – annoy customers, prevent them from getting job done
* Gains – preferred outcomes
  + Financial independence, buying a house, etc.