

I ACT CUSTOMER PERSONAS TOOLKIT 02

1 Developing a strong value proposition for your business model requires understanding the people who you are looking to benefit. Begin by identifying their characteristics and doing some research.

2 To develop and test your value proposition, seek out these people and ask them about their challenges and aspirations when affected by the problem or opportunity from Toolkit 01.

HOW TO USE THIS TOOLKIT

Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

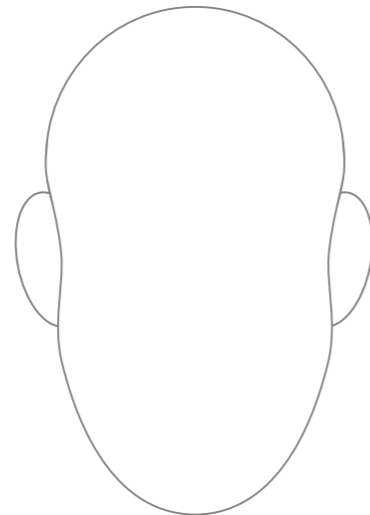
COMPLETE THE WORKSHOP CHALLENGE

When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

3 When engaging with them, avoid asking for their opinion of your idea. Focus instead on their experiences and the daily tasks they are trying to accomplish. Use this to improve your value proposition.

STEP 1.
PERSONA DESCRIPTION

- Name?
- Demographics?
- Personality traits?
- Behaviours?
- Location?



STEP 2.
GET TO KNOW THEM

Engage them and take part in their activities to help you answer Step 3.

STEP 3.
CUSTOMER PROFILE*

JOBS

What are the tasks I am trying to accomplish in my daily life?

How am I currently accomplishing these tasks?

PAINS

What are the obstacles I face when trying to complete my tasks?

GAINS

What am I hoping to achieve by completing my tasks?

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