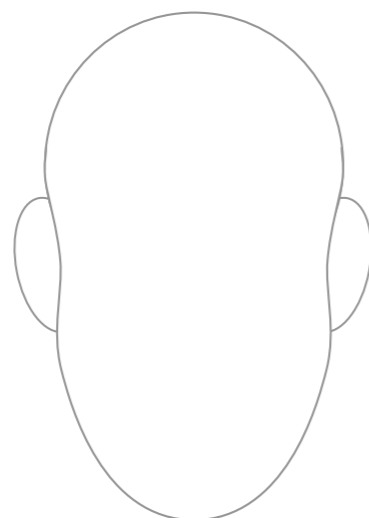


**1** Developing Personas can help you to understand the needs of your Customers Segments. Begin by choosing a customer. Describe their characteristics. Do some research to revise this description.

### 1 PERSONA 1

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



### 2 GET TO KNOW THEM!

Go beyond the workshop to engage them and take part in their activities. This will help you with Step 3.

### 3 CUSTOMER PROFILE\*

#### JOBS

What are the tasks I am trying to accomplish when facing the problem or opportunity?

How am I currently accomplishing these tasks?

#### PAINS

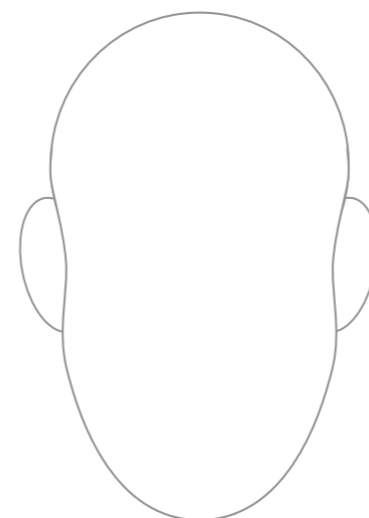
What are the obstacles I face when trying to complete my tasks?

#### GAINS

What am I hoping to achieve by completing my tasks?

### PERSONA 2

**2** Seek out these people to ask them about their challenges and aspirations when faced with the problem or opportunity you chose in Toolkit 01. This will help with your Value Proposition.



### CUSTOMER PROFILE

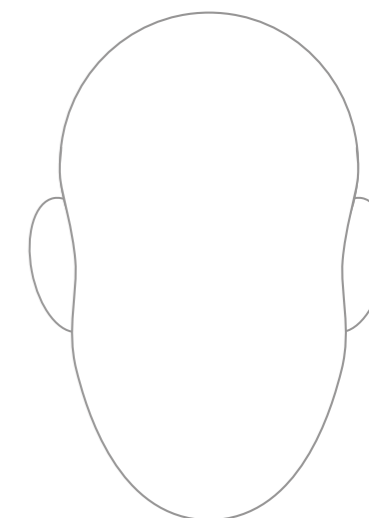
#### JOBS

#### PAINS

#### GAINS

### PERSONA 3

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



### CUSTOMER PROFILE

#### JOBS

#### PAINS

#### GAINS

