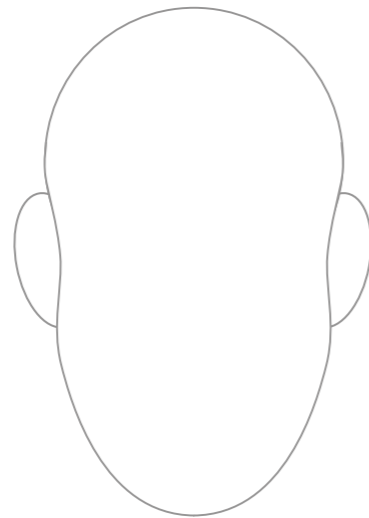


I ACT **CUSTOMER** TOOLKIT 02 **PERSONAS**

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?

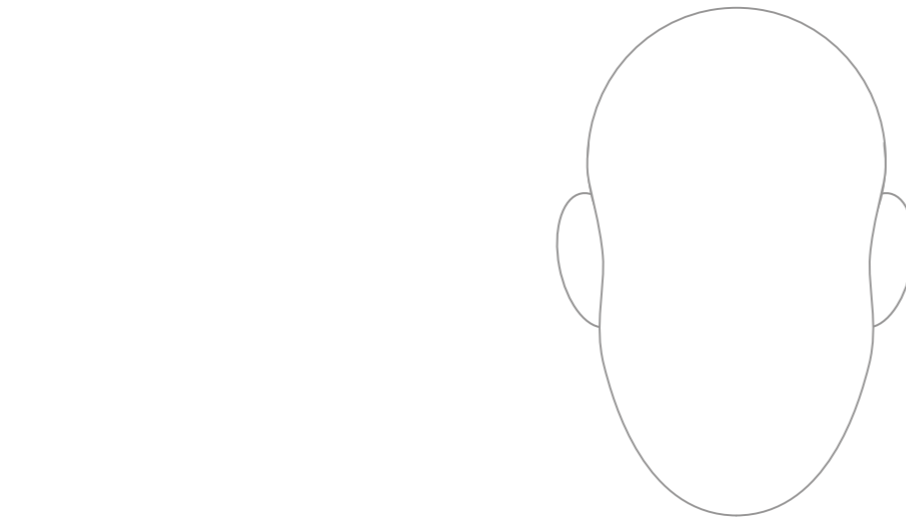
PAINS

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



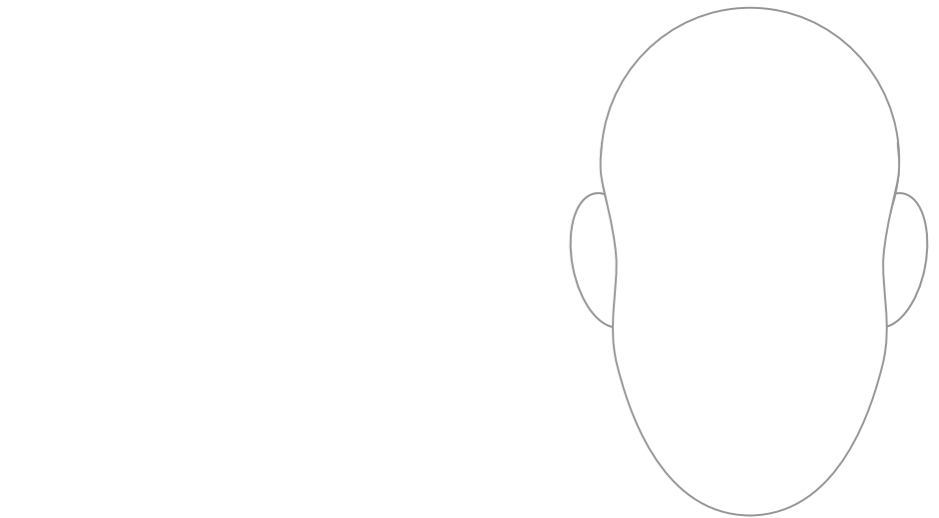
CUSTOMER PROFILE

JOBS

PAINS

GAINS

PERSONA 3



CUSTOMER PROFILE

JOBS

PAINS

GAINS

