

PERSONA



How to use
Template
Example

Persona

A Persona helps you to better understand and visualize your target customers. It is a fictional character that describes the personality, interests, pains, goals and behaviour of a typical customer. With a Persona, it is easier to make deliberate decisions about developing and targeting your product or service.

Personas can also be used when your customer is not a consumer but a business. A custom template is made for a business: the Organisata.

Tips for use

You can easily use the tool yourself. Often it is effective to use the tool in a group, for instance with colleagues. It does not require help from an expert.

Use the template that is applicable for your business by choosing between the Persona and Organisata. For a better understanding of the tool look at the example of Carol as a Persona and the example of Retimed for an Organisata.

How to use

First choose if you want to make a Persona or an Organisata. If your customers are consumers (B2C), create a Persona. If your customers are businesses (B2B), create an Organisata.

Persona

A Persona is a typical customer that purchases your products or services. Your company can have several typical customers, for creating a Persona select just one.

To create a lively Persona, start with adding a picture of a person and give your Persona a name. From all the insights, you gained during the interactions with you customers, filter out the following aspects:

- Personal characteristics: give your Persona characteristics like a name, age, gender, occupation, marital status, location, etc.
- Personality: what is the personality of your Persona? Is he introverted or extroverted? Does he make well considered decisions or does he use his intuition?
- Quote: what is his motto or describe in one sentence what makes your Persona to who he is and does?
- Goals: what does your Persona want to achieve or live for?
- Frustrations: what are reasons why your Persona is unhappy or what aspects is your Persona missing in his / her life?
- Bio: what are the important aspects that are typical for your Persona?
- Interests: what hobbies and passions does your Persona follow besides his/her job?
- Preferred channels: what are typical channels that your Persona uses for contact with businesses?

- Brands: what are typical brands that your Persona buys and is loyal to?

Organisata


Just like the Persona, the Organisata helps you to process the knowledge that you have about your customers or target market.

To create a lively Organisata, start with giving your Organisata a name. From all the insights, you gained during the interactions with you target market, filter out the following aspects:

- Company profile: give your Organisata realistic characteristics like a name, sector, products & services, location, size, etc.
- Offering: with what products or services does the Organisata create value for its customers?
- Mission: what does your Organisata stands for?
- Goals: what does your Organisata want to achieve?
- Frustrations: what are reasons why your Organisata is unhappy or what are aspects she is missing in het practices or products?
- Target group: who are the customers of your Organisata?
- Channels: which channels does your Organisata use to come in contact with (potential) customers?
- New trends and developments: what are the trends and developments in the market in which your Organisata is active?
- Threats: what are the threats in the market in which your Organisata is active?

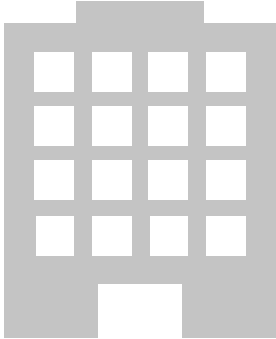
persona

name _____

name gender age status occupation location		bio
	quote	interests
personality extrovert <input type="text"/> introvert <input type="text"/> observing <input type="text"/> intuition <input type="text"/> thinking <input type="text"/> feeling <input type="text"/> judging <input type="text"/> perceiving <input type="text"/>	goals in context	preferred channels
	frustrations in context	brands

organisata

name _____

name industry products & services company size revenue location		target customers
	mission statement	channels
offering	goals in context	new trends & opportunities
	frustrations in context	threats

Example Carol

Carol is a hard-working single mother. Her free time is dedicated to her children, whom she wants to offer a warm environment in which they can grow up safely. She tries to achieve this by being involved in her children's school and sports activities. Therefore she takes little time for herself.

Persona of Carol

For the success of your business, it is essential to know who your customers are. If your target group is women like Carol, you have to take into account the way she organizes her life. For example, you can see that Carol has little time and therefore makes use of internet shops. If you want to be successful in selling your product to Carol, then you also have to use that platform. A different approach is needed when your target group is a family. Look for inspiration for your own persona at the example of Carol. What is important for her persona? What are the consequences if you want to sell products or services to women like Carol?

Example Retimed


Retimed develops and produces products for retinal imaging. The company cooperates with doctors, research institutes and specialized technology partners. This way Retimed ensures that the products always meet the highest safety requirements. It also uses the best technical and digital solutions. In addition, Retimed sells their products to eye specialists, opticians and optometrists.


Organisata of Retimed

With the Organisata, a good overview is created of the type of company for whom the products or services are intended. By filling in an Organisata for Retimed you get a good picture of the opportunities and challenges that Retimed has to deal with. Is your product or service relevant for the offering of Retimed? Does your company alleviate the threats of Retimed? The answers to these questions create a good sales pitch for companies such as Retimed.

persona

name Carol

<p>name Carol</p> <p>gender Female</p> <p>age 45 year</p> <p>status Single</p> <p>occupation Saleswoman</p> <p>location Amsterdam</p>		<p>bio</p> <p>Carol is a hard working mom, who does her best to create a safe and warm home for her children. She is highly invested in the lives of her children.</p>
<p>personality</p> <p>extrovert <input type="checkbox"/> <input checked="" type="checkbox"/> introvert</p> <p>observing <input type="checkbox"/> <input checked="" type="checkbox"/> intuition</p> <p>thinking <input type="checkbox"/> <input checked="" type="checkbox"/> feeling</p> <p>judging <input checked="" type="checkbox"/> <input type="checkbox"/> perceiving</p>	<p>quote</p> <p>“Sharing is caring”</p>	<p>interests</p> <p>Carol wants to help as much as possible at the school of her kids.</p>
	<p>goals in context</p> <p>Despite not having a lot of money, Carol tries to create a safe living environment for her children.</p>	<p>preferred channels</p> <p>Carol is an online shopper, because it saves her time and she can shop at any moment.</p>
	<p>frustrations in context</p> <p>Carol has little time and is annoyed with everything that costs needless time. Sometimes she worries about unexpected financial setbacks.</p>	<p>brands</p> <p>Wehkamp</p> <p>H&M</p> <p>Zara</p> <p>bol.com</p>

<p>name Retimed</p> <p>industry Medical technology</p> <p>products & services Camera's for screening eye diseases</p> <p>company size Middle sized company</p> <p>revenue € 25 million</p> <p>location Den Bosch</p>		<p>target customers</p> <p>Eye specialists Ophthalmologist Opticians</p>
<p>offering</p> <p>Retimed develops, produces and distributes its own products for retinal imaging. They work together with physicians, research institutes and specialised technology partners for digital innovation of Retimed's products.</p>	<p>mission statement</p> <p>Retimed's mission is to make screenings for eye deceases available for everyone, when necessary.</p>	<p>channels</p> <p>Direct sales</p>
	<p>goals in context</p> <p>Retimed strived to digitalized healthcare with patented products and technologies for retinal imaging.</p>	<p>new trends & opportunities</p> <p>New markets such as India. Online consults. Change in the value chain.</p>
	<p>frustrations in context</p> <p>Retimed is faced with more competition of businesses that offer similar products for lower prices.</p>	<p>threats</p> <p>Competition with a similar offering for lower prices. Disruptive technologies.</p>