

Y4.06

BUSINESS CONCEPT
/Customer Portfolio**DECISION SHEET**

v2.2.1

Job to be done

By getting to understand who our customers are and what they think, feel, and do, we can better figure out how to create value for them and communicate with them in the best way.

A good communication about a product that also fits our customers' needs gives good chances of selling.

How to do it

Start by noting which type the persona is that you want to describe. Use the checklist for inspiration. Then write down any facts you know about one of your typical customer personas.

Continue by noting keywords on how you imagine that your customer thinks, what he/she feels, does, and where he/she is going in life.

Finish by writing down details about your customer persona's current situation as for challenges, needs, circumstances, environment, and other elements you can think of.

Next Step

- Decide if it is useful to describe other customer personas.
- Use your notes to write a more coherent description of your typical customer.
- Decide what to change in your product and/or communication to better fit your customer persona.

Licensed to:

Developed by:



Customer Persona

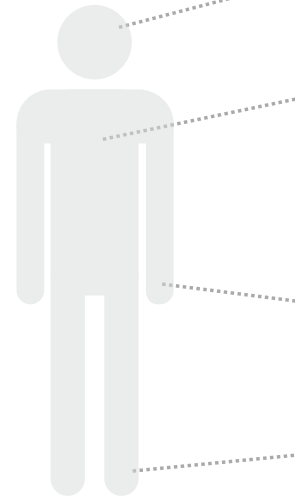
Get a better understanding of your customers by describing typical profiles

**✓ CHECKLIST:
PERSONA TYPES**

- ☐ User
- ☐ Buyer
- ☐ Initiator
- ☐ Influencer
- ☐ Decider

**TYPE OF
PERSONA****FACTS ON TYPICAL CUSTOMER PERSONA**

Age	
Gender	
Education	
Position	
Report to	
Industry	
Location	

**CUSTOMER PERSONA: THINKING**

Ideas	
Assumptions	
Opinions	

CUSTOMER PERSONA: FEELING

Concerns	
Interest	
Preferences	

CUSTOMER PERSONA: DOING

Responsibilities	
Projects	
Activities	

CUSTOMER PERSONA: GOING

Direction	
Changes	
Opportunities	

CUSTOMER PERSONA'S CURRENT SITUATION

Challenges	Needs	Circumstances	Environment	Resources	Other

Date:

Name:

Company: