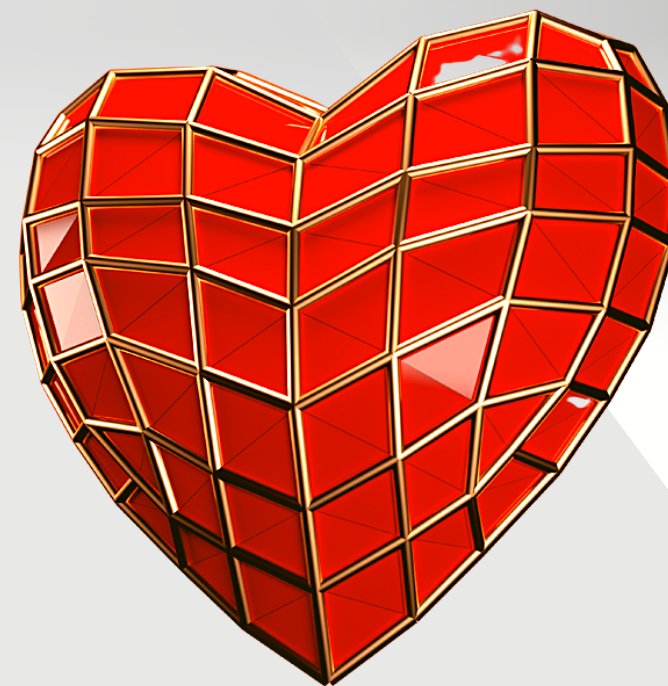


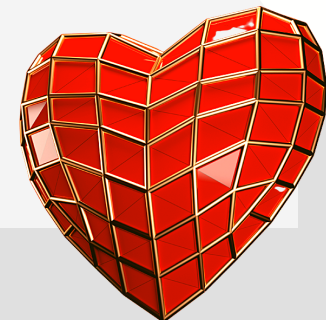
personas

A SELF-DIRECTED GUIDE FOR YOU

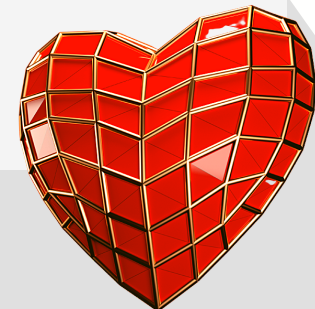
> **DESIGNING BETTER SERVICES** <



- / ... is an archetypical profile that represent a group of users, customers or target or any group of people who is likely to use your service in a similar fashion.
- / ... is a result of quantitative and qualitative research on this group of people and not borne out of assumptions or invented.
- / ... is a tool to create empathy around this representative character on its(his/her) needs, wants, aspiration and emotions
- / ... is not developed one time and referenced in perpetuity. Personas change.

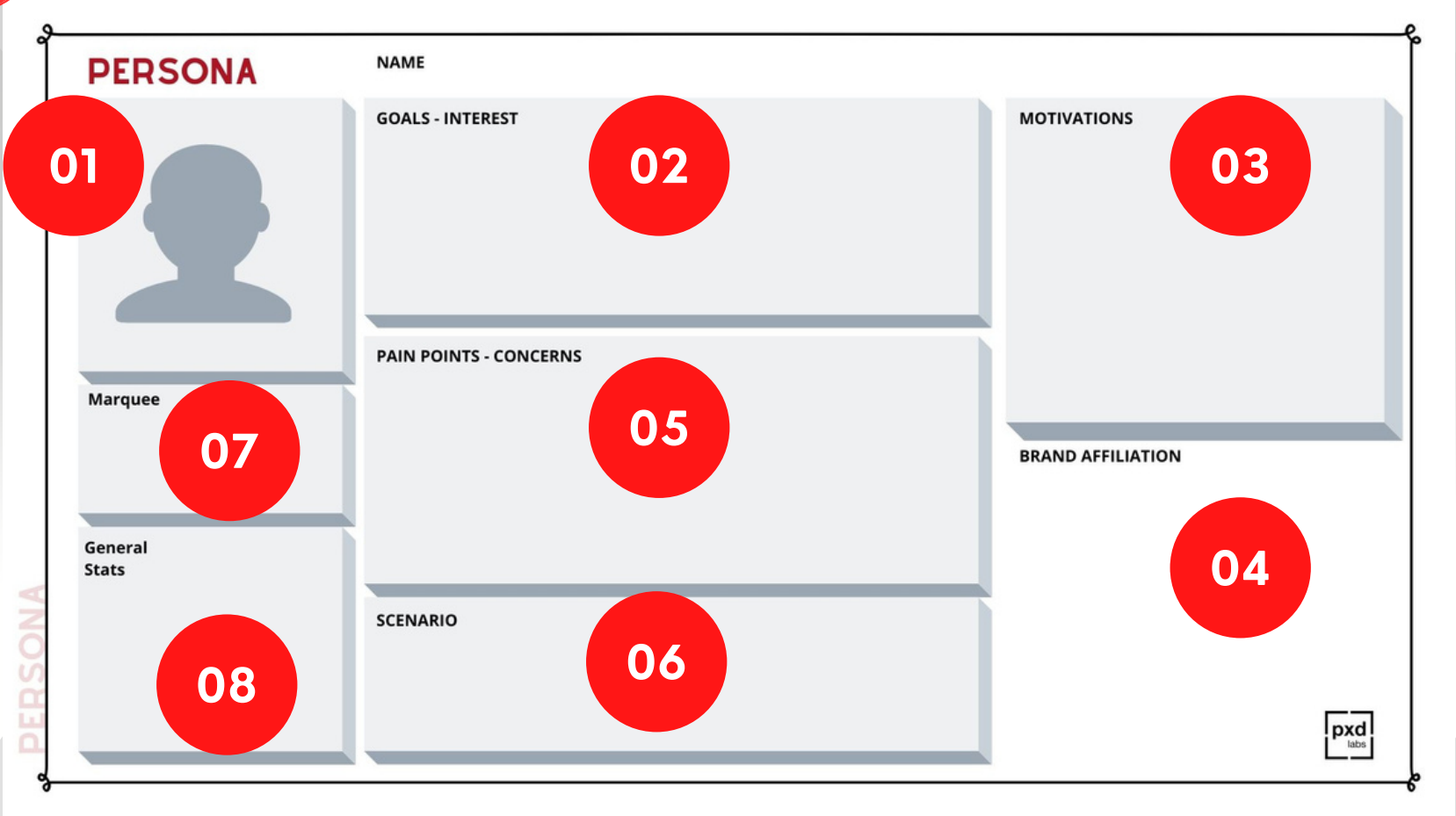


- / ... brings back the person or human in the everyday design of services
- / ... helps business stakeholders to form an understanding of user's or customer's needs, experiences, behaviors and goals.
- / ... useful reference across stages of designing as a representative that everyone can relate with.





how



01

/ **Photo.** Pick an image to represent your persona. Make it real. No celebrities, please.

02

/ **Goals & Interests.** What are his/ her objectives and overall interests?

03

/ **Motivations.** Research would have revealed what drives this representative persona.

04

/ **Brand Affiliations.** Put up logos of brand he/she feels strongest connection or uses.

05

/ **Pain Points/ Concerns.** Based on your research, are there early insights of what is/are bothering your persona in relation to a similar service (or go wide, challenges in general).

06

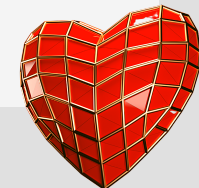
/ **Scenario.** What situation best highlights use or potential use of your service? Situate your persona in a specific context with the goal or problem he/she wants to solve.

07

/ **Marquee.** This is your headliner, possibly a quote to summarize your persona's attitude in one sentence.

08

/ **General Stats.** Your persona's demographics, numbers and factual information.



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