

Guide Persona

Here is a guide to explain step by step the best way to use and design personas

01

Define your objective

02

Prioritize your target and design your persona

03

Map your journey with cross functional teams

04

Validate your journey through customer's interviews

05

Prioritize and build your action plan

06

Roll out and measure the impact

Before starting, here are some prerequisites



Collect and/or consolidate existing customer knowledge (survey/complaint/crm/analytics/sales ...).



Identify the customer facing staff who are currently in contact with these customers (sales/ marketing/ marketing), to complete the persona with qualitative feedback.



Consider interview as mandatory phase if there is a lack of quantitative and qualitative knowledge.



Adapt the persona template further to your objective (ex: if your project is digital you can do a focus on digital needs and frustrations).

Customer job title

Name of the Persona

Customer group: Investor, Specifier, General Contractor, Distributor, Manufacturer, Installer, Individual.

How much sustainability oriented is the persona?

Which KPI is the most important for the customer when assessing our performance?



Customer job title

Name of the Persona

Location

Age

Sustainability oriented

Five circles for sustainability orientation rating

Key performance indicator

Digital Habits

Are they comfortable with technology? What device do they use? How often? For what? apps, social media, internet, mail, photo,...?

Story

Here we want to know more about where do they come from.

Drivers

Here we want to know the persona's professional motivations.

Work Routines

Here we want to know their routines in their daily work life.

Needs Rank from the most important to the least

Here we want to know the needs and expectations of your persona when dealing with their suppliers.

Frustrations Rank from the most important to the least

Here we want to know the frustrations of your persona when dealing with their suppliers.