



MODUL 2

RESEARCH & ANALYTICS

User Persona, Buyer Persona



So gehst du vor

- ✓ Team Workshop
- ✓ Wie viele Personas sind notwendig?
- ✓ Welche?
- ✓ Relevante Attribute wählen
- ✓ Whiteboard, Stifte, Post it
- ✓ Relevante Fotos dazu kleben

User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

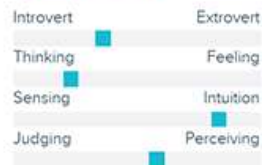
Work: Job Title

Family: Married, kids, etc.

Location: City, state

Character: Archetype

Personality



Trait 1 Trait 2 Trait 3 Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

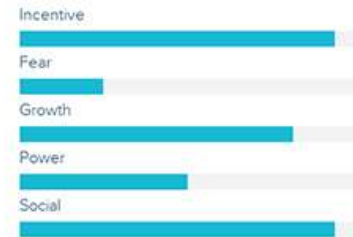
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation



Brands & Influencers



Preferred Channels



Empathy Map

Was denkt und fühlt er?

Was hört er?

Was sagt und tut er?

Was sieht er?



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Gains (Wünsche, Ziele)

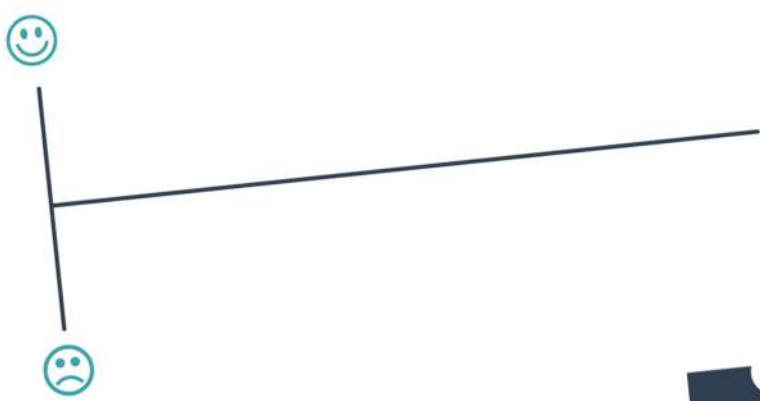
Pains (Herausforderungen, Frust)

Jobs-To-Be-Done (Aufgaben, Ergebnisse, Verhaltensänderung)



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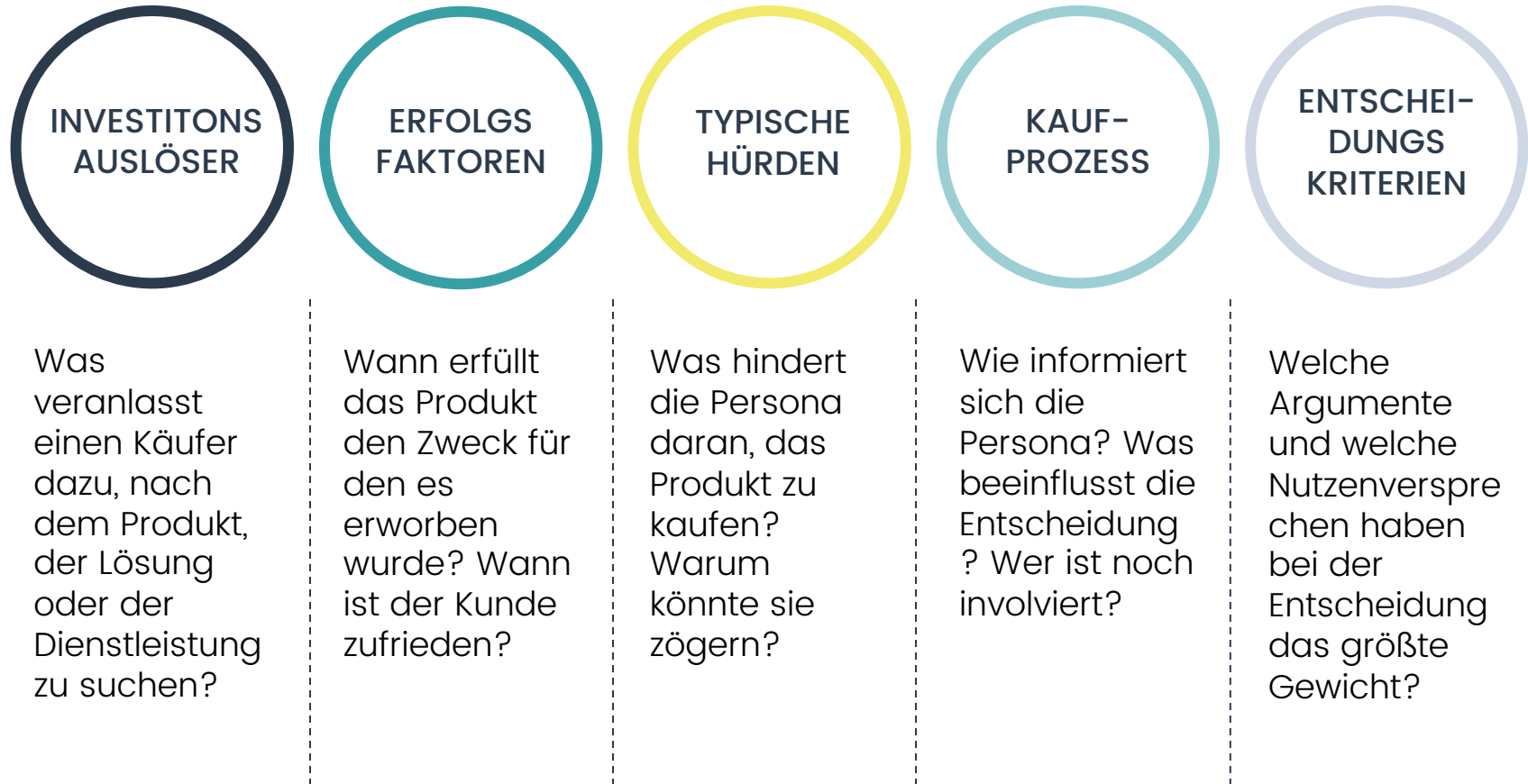
Ein ganz normaler Arbeitstag im Leben von...



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Buyer Persona







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