

## **KNOW YOUR USER/ CLIENT PERSONAS**

Personas are great ways to get to know your typical user up close and personal. These usually come after basic research into target audience for new products and services; however for add-ons or building a new service/ product in a similar area allows you to go straight to creating personas.

NOTE: you **MUST** have a solid idea of your customer base, your typical customer, not ideal customer before embarking on building personas.

EXAMPLE. LET US USE THE SAME CASE STUDY FROM EARLIER:

### **A 3-day incubator/accelerator program for women entrepreneurs which could be online or in-person. Let us call the organization ASR**

The persona exercise lets us identify our typical user. Most products and services have around 3-5 distinctly different user-types. Here we will go with just one. This will help us identify what motivates the target audience to use your product or service.



NAME – Maria Consuela

AGE – 49

EDUCATION – No college degree; accrued several certifications and an online Associates Degree in sociology some 15 years ago.

FINANCIAL SITUATION – Solvent;

LIVING SITUATION – lives with her husband and 3 kids; oldest is about to go to college. They do not have college funds for their kids and is a constant source of friction for them.

BIO – She has been employed for the most part of the last 30 years, however none that has panned into an actual career. She has held multiple roles from secretary to marketing to even HR roles. She is particularly good with people. She has worked primarily in the health, wellness and fashion sector. And has been known to give good business advice, given her various roles. She has been tuned down for bigger roles because her work pattern is seen as 'scattered' and diverse. She is however determined and strong and has not let her even mobility issues get in the way of pursuing her ambitions.

She now feels it is time to turn her skills into an entrepreneurial venture; she wants to help women entrepreneurs in the field of fashion and wellness to build their idea into a competitive brand.

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### PERSONAS

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#### MOTIVATIONS

- Making money / starting that college fund/s
- Turning her skills into something useful
- Being a source of guidance
- Having her own name on a business; not having to answer to anyone but herself!

#### HOPES & DREAMS

- Becoming a go-to powerhouse on all things related to fashion and wellness
- Being able to pay for college for all her 3 kids
- Being a leader in women's empowerment
- Being able to work internationally, esp. with women

#### NEEDS & GOALS

- Business advice- she knows nothing about running a business
- Technology- how to use it, what solutions are there
- Network. She needs like-minded peers and mentors who can help her with practical advice and help
- She needs help setting practical goals, know the difference between ambition and actionable deliverables!

#### WHAT SHE WILL BE LOOKING FOR

- Answers to the other three boxes!!
- What business model to adopt
- Appropriate technology-based solutions.
- Business terminology, legality navigation, registering her business etc.
- A place easy to navigate, park her car;

#### MISCELLANEOUS.

- She likes classics but also superhero movies!
- Loves to garden
- Hates to cook but does a wonderful job of it
- Has not let her accident and subsequent use of wheelchair get in her way of pursuing her ambitions- be it at work, or in her garden!

Maria Consuela does not exist; However, this is the 'type' of women who would / might attend this incubator.

This throws a lot of questions to you as program organizer

- Should you push more for the online version of the incubator? Would that open doors for more women with disabilities to come in?
- Should you have a segment dedicated to legalities of setting up a business? And so on....
- Should you focus on building a networking support organization/ service to complement your incubator?

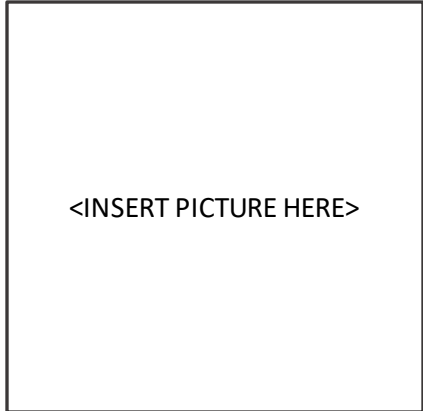
This is the distinct help personas do- they throw ideas and questions your way which you would not have thought of otherwise.

# KNOW YOUR USER/ CLIENT

## PERSONAS

MVI: \_\_\_\_\_  
\_\_\_\_\_

PERSONA TEMPLATE 1 OF 3



NAME -

AGE -

EDUCATION -

FINANCIAL SITUATION -

LIVING SITUATION -

BIO -

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# KNOW YOUR USER/ CLIENT

## PERSONAS

MVI: \_\_\_\_\_  
\_\_\_\_\_

PERSONA TEMPLATE 2 OF 3

MOTIVATIONS

HOPES & DREAMS

NEEDS & GOALS

ADD:.

ADD:

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# KNOW YOUR USER/ CLIENT

## PERSONAS

MVI: \_\_\_\_\_  
\_\_\_\_\_

PERSONA TEMPLATE 3 OF 3

WHAT NEW ISSUES CAME UP FROM THE PERSONA EXERCISE??

NEW QUESTIONS I HAVE

WHAT WE WANT TO DO ABOUT IT?

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NOTE: This could range from small modifications to rethinking target audience to re-ideating entire product/ service.  
On the upside, this is done well before you build your actual service, so loss is minimal!