Persona Canvas

Name	Age	Gender
City	Family Status	…

Job & Education

Hobbies & Interests

Values

Goals & Needs

Fears

Attitude towards technology, sustainability

Why does Persona interact with us? Why does Persona consume our product/service? Trigger?

Which medium does Persona use to interact with us? How does customer consume our product/service?

When does Persona feels satisfied with our product/service?

Which pains could Persona have with our products/services? What is the persona trying to accomplish and what is standing in their way?

NTT DaTa

Persona Canvas

☐ Standard/Average ☐ Extreme-User ☐ Favourite User

Derive Problem Statement „How could we …?"

To-Dos when formulating: „How could we …" questions

1. Name concrete target group (Persona) to support focused generation of ideas. Negative example: Who could we develop a perfect solution for all our customers?

2. Describe an user centric problem and not its solution. To support a broad variety of idea generation, we do not already name possible solutions. Negative example: How could we solve this problem with a smartphone app?

3. Name value which is generated for the user when implementing a solution, not the value for the company. Research about users is needed! Negative example: How could we sell more products to our target group to generate more revenue?

How could we support/help/enable/…

1. Choose a suitable verb.

Specific user/target group + challenge description

2. Mention concrete target group/user of solution and challenge. Look also for a situation where this challenge is obvious

So that…

?

3. Add value that is generated for the target group/user through implementation of a solution. Use insights from your user research

Example: How could we help tourists without English skills during their New York stay to buy a suitable ticket for public transportation for their whole vacation so that they can easily use it without any problems.

NTT DaTa