

TOOL DESCRIPTION

Target Group Descriptions With Personas



Personas are representative users of products or services. They are portrayed as persons with interests, passions, feelings, habits and concerns.

Personas are used to adapt, optimize and develop marketing, products or services based on the needs and the target group approach.

They enrich anonymous target group descriptions by providing a tangible personality. This makes it easier to understand the needs, desires and emotions of the (desired) customers. Each persona has a name, face, function, career and private life. The final persona pursues goals, has preferences and expectations, serving as an important basis for planning marketing in a perfectly customer-centric fashion.

Duration

30 min – 1 h




Participants

can be done alone or in a group
brainstorming session

Facilitation

printed persona template

Target Group Descriptions With Personas | Process

Select the target groups 2–10 min 	Develop the Persona 10–15 min 	Align the Personas and the topic 15–30 min 
<p>Brainstorm possible target groups by thinking about:</p> <ul style="list-style-type: none">• Who do we want to address?• Who are we currently addressing? <p>Choose the most strategically relevant or promising target groups for your project from among those that have been identified.</p>	<p>Present the Persona template to the participants and ask them to define a fictitious person for the chosen target group. Describe all characteristics of the Persona according to the enclosed template.</p>	<p>Use the Personas to align your project, product or service or to meet the now more familiar needs of the target groups.</p> <p>Use the following questions and ones like these for the alignment:</p> <ul style="list-style-type: none">• What are the biggest differences among all Personas developed in connection to our topic?• How can we personalize our project, product or service to meet the needs of the given target group or Persona?



Target Group Descriptions With Personas | **Template**



Name

Social status

Age

Living situation

Job

Life motto

Attitude

Hobbies

Work

Media and brands

Friends

Behavior in professional networks