Lesson: Brand creation

Exercise:
User experience

Lead In:
Online or in a classroom

Duration: 30-50 min

Aim:

The aim of exercise is participants to creates user persona- a character based on current (or ideal) customer.

Personas can be created by talking to users and segmenting various demographic and psychographic data to improve or create the product and marketing strategy.

Type of activity:

Matrix/UserPersona Map

Group number: Individual or team activity

Recommended age: 22-29

Instructions
Before starting to fill in the matrix, participants need to do the following steps:

1. Choose questions for survey
2. Set up a survey on a popular page (where you can find your customers)
3. Analyze collected data/answers
4. Build the persona - fill in the matrix
Finding what motivates and frustrates your customers is something you must include in personas. Once done, it will illuminate what you can do to win their hearts and loyalty

Participants should be instructed about the common mistakes when creating a user persona. Those are:
Profiling ideal customers, not an existing customer, and their buying habits
Using a sample size that is too small
One user persona - fits all customers
Not talking to customers - creating the user persona in isolation

Keywords
users, pain points, customers, identifying, strategy, perception
Materials, equipment:
Computer, PowerPoint Presentation
Assessment/ Evaluation:

References:
https://inboundrocket.co/blog/the-7-biggest-mistakes-youre-making-with-your-buyer-personas/

Other useful sources:
https://99designs.com/blog/business/how-to-create-user-personas/

Annexes:
User persona matrix