

CUSTOMER PERSONA BASICS How to Identify, Target & Create Value for your Customers

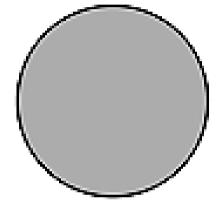
by George Kapardelis

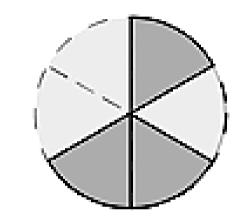


What is your Market?

Mass Market

Segmented Market





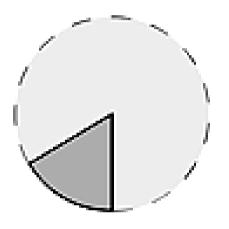
Reach the whole market with one offer/promotion/ campaign.

Target several different market segments, by creating separate offers for each one.

broad targeting



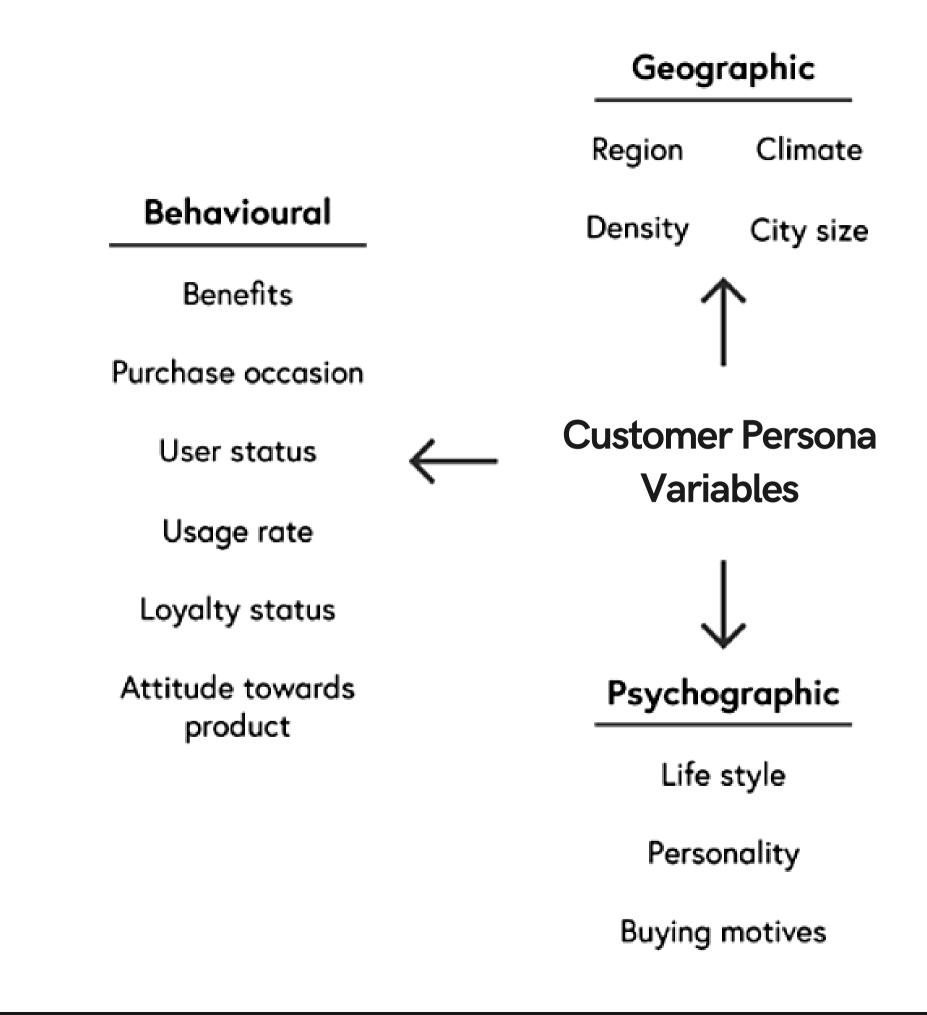
Niche Market



Concentrate on one segment.



narrow targeting



Demographic

Religion

Education

Income

Age

Gender

Occupation

Social class

Family size

Family life cycle

Ethnic background

Case Study

Professional Cake Designer, creating cakes on-demand only, specializing in 3D cakes.

George

BASED IN HERAKLION, CRETE

Potential market for cake orders is Crete.

RECORDING TUTORIALS

Opportunities for online revenue, as well as being invited to conduct seminars.

WELL-KNOWN FOR CHILDREN'S **BIRTHDAY CAKES**

Generates leads between mothers in local communities | Word-of-Mouth Marketing

JUST LAUNCHED MY WEBSITE!

Access to wider audience.



xtensio.com/user-persona

Customer Persona 1 | Cake Orders



Summary: Individuals interested to celebrate their children/young relatives b'day

Age: 20-65

Sex: -

Work: -Family: Kids | Young relatives

Location: Crete

Mid-High Income

Love Organising Parties

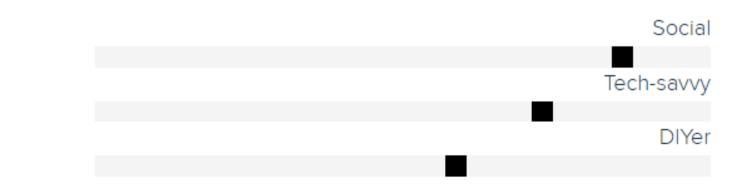
Goals

- Value-for-money
- Visually satisfying, tasty and safe final product
- · To offer joy to their kid/relative

Frustrations

- Final product not delivered on time
- Product damaged during transportation

Ideal Personality



Favourite Brands

DESSERTS Nestie Etsy

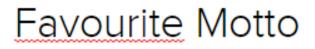
Communication Channels

Instagram / Pinterest

Facebook

Articles & Blogs

Word of Mouth



"A party without cake is really just a meeting!"

CUSTOMER PERSONA 2 | CAKE ORDERS

Business owners (ie. catering/event management companies) in Crete, who want cakes for kids' parties/events!

CUSTOMER PERSONA 3 | CAKE SEMINARS

Education centers or food distributors in Greece,

who want to conduct seminars for their customers or personnel.

HOMEWORK!

The Value Proposition Canvas

It helps you create value for your customers

Designed for:

Products and Services

List all the products and services your value proposition is built around.

Which products and services do you offer that help your customer get either a

functional, social, or emotional job done, or help him/her satisfy basic needs?

Which ancillary products and services help your customer perform the roles of:

Products and services may either by tangible (e.g. manufactured goods, face-toface customer service), digital/virtual (e.g. downloads, online recommendations), intangible (e.g. copyrights, quality assurance), or financial (e.g. investment funds, financing services).

Gain Creators

Describe how your products and services create customer gains. How do they create benefits your customer expects, desires or would be surprised by, including functional utility, social gains, positive emotions, and cost savings?

Pain Relievers

Describe how your products and services alleviate customer pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences or could experience before, during, and after getting the job done? Designed by:

On:

Iteration:

Gains

Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

Pains

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done.

Customer Job(s)

Describe what a specific customer segment is trying to get done. It could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

Besides trying to get a core job done, your customer performs ancillary jobs in different roles. Describe the jobs your customer is trying to get done as:

Buyer (e.g. trying to look good, gain power or status, ...)

Co-creator (e.g. esthetics, feel good, security, ...)

Transferrer (e.g. products and services that help customers dispose of a product, transfer it to others, or resell,

...)

Outline in which specific context a job is done, because that may impose constraints or limitations. (e.g. while driving, outside, ...)

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THANK YOU!

