

Workshop 2 - User Persona

What? Portrait each user segment and map their behaviour towards your offering

Why? The better you know your user, the easier you can get their attention and start a conversation

When? Once a first value proposition has been defined or whenever you need to refine your sales and marketing approach

1

Name
Include all the details from the identity of your user that you may know



2

Description
Describe further habits, age, studies, experience, income, location...



3

Quote
Create a phrase that identifies or summarizes the profile



4

Decider or user
Explore who and how the process validation is made to buy your product. How many layers of validation?



5

Where to reach her/him?
How could you approach/contact this person? What would make her/him trigger?



6

Pains
What frustrates or limits her/him?



7

Expectations
What would make her/him happy in this process? What could be a game changer? (Taken from VP)



Journey Steps
Which step of the experience are you describing?

Discovery
Why do they even start the journey?

Registration
Why would they trust us?

Onboarding and First Use
How can they feel successful?

Sharing
Why would they invite others?

Actions
What does the customer do? What information do they look for? What is their context?

Discovery actions: Researching, Learning, Exploring, etc.

Registration actions: Registering, Logging in, etc.

Onboarding actions: Onboarding, First use, etc.

Sharing actions: Inviting, etc.

Needs and Pains
What does the customer want to achieve or avoid? Tip: Reduce ambiguity e.g. by using the first person narrator.

Discovery needs: Information, Guidance, etc.

Registration needs: Security, Simplicity, etc.

Onboarding needs: Support, Clarity, etc.

Sharing needs: Social proof, etc.

Touchpoint
What part of the service/department do they interact with?

Discovery touchpoint: Official website

Registration touchpoint: Official website, App

Onboarding touchpoint: Online Store, Onboarding Page, Tutorial

Sharing touchpoint: Social media channels

Customer Feeling
What is the customer feeling? Tip: Use the emoji app to express more emotions

Discovery feelings: 😐, 😊

Registration feelings: 😊, 😐

Onboarding feelings: 😊, 🙏

Sharing feelings: 😊

Backstage

Opportunities
What could we improve or introduce?

Arduus could improve by providing structured lesson plans and educator discounts.

Streamline the registration process for educators and provide immediate welcome resources.

Quick and reliable supply chain for first-time users. Facilitate finding and using resources for first-time users.

Create a section on the Arduus website to highlight classroom stories.

Process ownership
Who is in the lead on this?

Marketing team, Sales team

UX team, Customer service

Logistics team, Operations team, Customer service

Social media team, Community manager