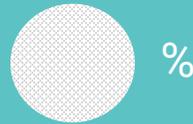


# PERSONA - EXAMPLE

**Name** Choose a name for your persona. This is to create relatedness and to better distinguish the different personas. Choose a name which is in line with geography and nationality of your persona.

## Picture

Choose a good picture considering the right context



Market size of customers representing this persona

## Background and family situation

Include both personal and professional information to make your persona more realistic and his/her story as complete as possible.

## Motivations

What drives your persona to start and/or continue using your products and/or services? What specific desires does your persona have? Think in terms of functionalities, (positive) emotions, cost savings, increase of efficiency, ... Each motivation can bring insights in how to improve the product or service.

## “Quote,,

Use a suitable quote from a customer found during the research phase (e.g. what do they say about the product)

## Goals

What is the end goal of your persona (related to the product or service you provide)?

## Frustrations

What can ruin your persona's experience before, during or after using your products and/or services? What prevents or discourages your persona from reaching his/her desired goal(s)?

## Demographic

Age:

Gender:

Education:

Occupation:

Income: below poverty line – rather low – average – high

## Needs

Which specific urges, needs or wants does your persona have towards your organization when undertaking certain tasks? As you might have noticed, needs are related to the persona's goals. However, needs act as an action trigger to complete particular tasks and are more detailed.

## Communication channels



## Skills

Which specific skills differentiate this persona from the others?

Emotional involvement



Digital knowledge



# PERSONA - TEMPLATE

**Name** *Choose a name for your persona. This is to create relatedness and to better distinguish the different personas. Choose a name which is in line with geography and nationality of your persona.*

**Picture**

*Choose a good picture considering the right context*



*Market size of customers representing this persona*

**Background and family situation**

**Motivations**

**“Quote,,**

**Goals**

**Frustrations**

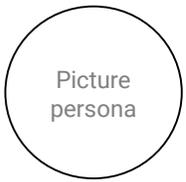
**Demographic**

**Needs**

**Skills**

*Which specific skills differentiate this persona from the others?  
(e.g. emotional involvement, digital knowledge, etc.)*

**Communication channels**



Picture  
persona

# CUSTOMER JOURNEY - TEMPLATE



<p><b>User goal</b></p> <p><i>Specify the customer's goal for each step in the process</i></p>									
<p><b>Customer thoughts</b></p> <p><i>Discover the customer's perceptions and thoughts during each step in the process.</i></p>									
<p><b>Channels</b></p> <p><i>Determine the channels used by the customer to interact with your company in each step.</i></p>									
<p><b>Customer process</b></p> <p><i>Describe the interaction between the customer and the organization. Write down the actions the customer undertakes, considering his/her way of communicating.</i></p>									

**Customer experience**

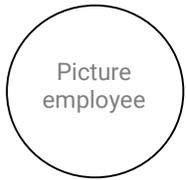
*Describe how your customer feels during each step.*

☺

☹

☹

☹



Picture employee

# EMPLOYEE JOURNEY - TEMPLATE



Phase in the EJ

*Specify the employee's goal for each step in the process.*

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*Discover the employee's perceptions and thoughts during each step in the process.*

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*Describe the actions your employees undertake in each step. Write down which systems they use when executing these actions.*

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*Determine the problems an employee encounters when executing the above-mentioned actions.*

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*Think about the possible opportunities for improvement.*

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Employee experience		

*Describe how your employee feels during each step.*