



# IgniteX

## CONCEPT BOOKLET

### Module 2

### Lesson 3: Develop Customer Persona

#### Context:

Having identified a real-world problem and understood the "Jobs to be Done" (JTBD) framework, you're now ready to apply these concepts in creating detailed customer personas. This activity is crucial for any effective business strategy as it involves deeply analyzing your customers to tailor products and services to their specific needs and preferences. In this lesson, you will actively apply your knowledge to develop customer personas, exploring their essential elements and how they differ across various groups. By implementing the JTBD framework, you'll precisely define customer characteristics and buying behaviors, thus crafting a well-rounded view of your target customer segments.

# Program overview, and your **Venture Journey** over 14 weeks

<b>1. Problem Identification</b>	<b>2. Customer Identification &amp; Needs Validation</b>	<b>3. Solution Idea Generation</b>
Week 1	Weeks 2-3	Week 4
<ul style="list-style-type: none"> <li>■ Orientation</li> <li>■ Develop Macro Industry-Problem view</li> <li>■ Discover 'Real World' Problems</li> <li>■ Analyze Problems</li> </ul>	<ul style="list-style-type: none"> <li>■ Identify customer segments</li> <li>■ Outline 'jobs-to-be-done'</li> <li>■ Develop Initial Customer Personas</li> <li>■ Understand Customer Validation</li> <li>■ Validate Customer-Problem fit</li> <li>■ Refine Customer Personas &amp; Problem</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Ideation techniques</li> <li>■ Generate Solution Idea</li> <li>■ Map Solution-Problem fitment</li> </ul>
<b>4. Opportunity &amp; Competition Mapping</b>	<b>5. Prototype Development &amp; MVP</b>	<b>6. Opportunity Feasibility Assessment &amp; Sizing</b>
Week 5	Week 6	Week 7
<ul style="list-style-type: none"> <li>■ Identify &amp; map Global competitors</li> <li>■ Review Industry Trends</li> <li>■ Size the Market</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Prototypes &amp; MVP</li> <li>■ Build a Prototype</li> <li>■ Use Prototype for early Validation</li> </ul>	<ul style="list-style-type: none"> <li>■ Determine your Relative Market Position</li> <li>■ Estimate Opportunity Size and its Scope</li> </ul>
<b>7. Business Modelling</b>	<b>8. Marketing &amp; Sales Strategy</b>	<b>9. Financial Management for Profitability</b>
Week 8	Week 9	Week 11
<ul style="list-style-type: none"> <li>■ Understand Revenue Model</li> <li>■ Understand Lean Canvas</li> <li>■ Build the LC for your Startup</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Marketing &amp; Sales</li> <li>■ Understand &amp; Define Go-To-Market (GTM) approach</li> <li>■ Understand Sales Process</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Startup Costs</li> <li>■ Understand Profitability</li> <li>■ Getting Started with Financial Planning</li> <li>■ Understand &amp; Explore Bootstrapping options</li> </ul>
<b>10. Team &amp; Talent Requirement</b>	<b>11. Orientation for Scale</b>	<b>12. Venture Idea Feasibility Presentation</b>
Week 12	Week 13	Week 14
<ul style="list-style-type: none"> <li>■ Building a Founding team (A Team)</li> <li>■ Founding team members (Co-Founders &amp; Mentors)</li> <li>■ Defining your Team Requirements</li> </ul>	<ul style="list-style-type: none"> <li>■ Thinking Beyond the Prototype - Scale Opportunity &amp; Orientation</li> <li>■ Getting Story Telling Right</li> <li>■ Pitch preparation</li> </ul>	<ul style="list-style-type: none"> <li>■ Practice Pitch</li> <li>■ Final Pitches</li> </ul>

## Concepts covered in this lesson:

### Developing customer persona

- The importance of developing customer personas.
- Key elements of customer persona
- Examples of different customer personas.

### Presenting the customer persona

- Use JTBD to define customer characteristics.
- Outline the buying behaviors of customers.
- Present the detailed customer persona

## After completing this lesson, you will be able to:

1. Gain practical skills to use the JTBD concepts and framework and get deeper insights into customer behaviour.
2. Develop more detailed customer personas that capture diverse motivations and needs of different customer segments.
3. Make informed decisions to create value for your customer segment and overall business.

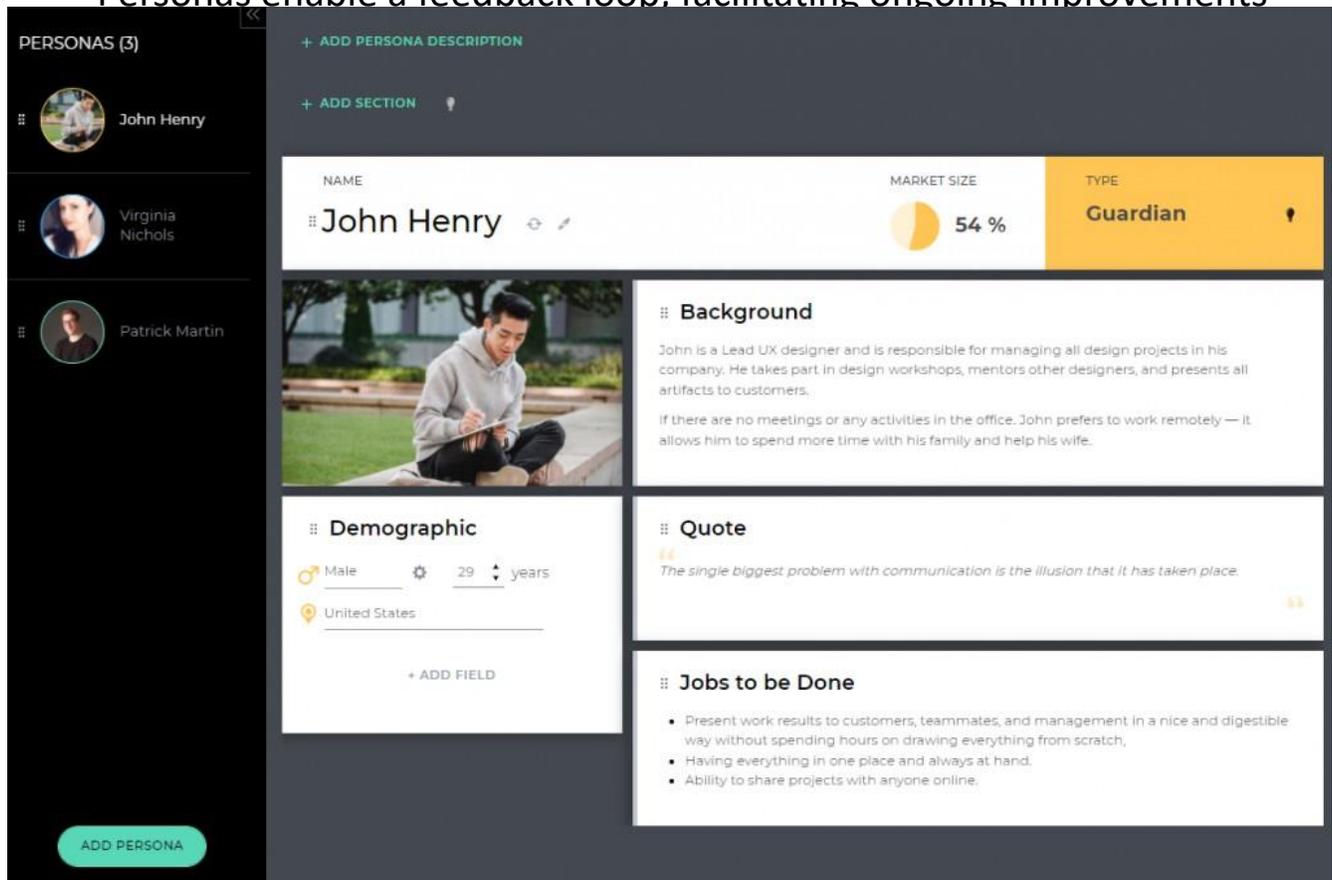
## Steps for you to take:

1. Based on your initial research segment your target market into primary and secondary groups.
2. Outline the psychographic and demographic characteristics of each of your customer segments.
3. Apply the JTBD framework to get maximum details to build the persona.
4. Create detailed Customer Personas.

## The importance of developing customer personas

- **Customer Centric Approach**  
Building personas fosters a customer-centric mindset by understanding and addressing the specific needs and preferences of the audience.
- **Insight into Idea-Fit**  
Personas aid in validating the business idea by aligning it directly with the identified needs and aspirations of the target audience, ensuring the concept resonates with real-world demands.
- **Tailored Solution Development**  
Through personas, businesses gain precise insights to craft solutions tailored to specific segments of the audience, enhancing the likelihood of acceptance and satisfaction.
- **Iterative Improvements**

Personas enable a feedback loop, facilitating ongoing improvements



Source of this sample template: [Uxpressia.com](https://uexpresia.com)

## What are Customer Needs?

The specific requirements and desires of customers that a business aims to fulfill with its products or services.

## What do we mean by Customer Interviews?

These are structured conversations aimed at understanding/validating customer pain points, needs, and preferences regarding a specific problem or challenge they face.

## What are Expectations?

It details what the customer expects in terms of quality, features, service, or overall experience.

## What are Customer Motivations?

The underlying reasons or drivers that influence customers to make a purchase can include factors like price, quality, brand reputation, and emotional appeal.

## What are Customer Frustrations?

The specific pain points or problems experienced by customers, which a business seeks to alleviate through its products or services.

## Building a Customer Persona

- **Start with Demographics:** This is the foundational data about your target audience. Include age, gender, location, occupation, and income level. While this information might not tell the whole story, it sets the stage for a deeper understanding.
- **Understand their Goals and Motivations:** What drives your persona? Are they looking to save time, increase their productivity, or perhaps improve their health? Understanding what motivates your persona will guide your product development and marketing message.
- **Identify their Challenges and Pain Points:** Knowing the problems your persona faces is crucial. This insight will help you tailor your product to address these specific issues, making your offering indispensable.
- **Analyze their Behavior Patterns:** How does your persona typically make purchasing decisions? Do they do extensive research, rely on recommendations, or make impulse buys? Understanding this will help you position your product correctly and choose the right

marketing channels.

- **Determine their Information Sources:** Where does your persona get their information? Do they use social media, read blogs, or rely on traditional media? This will help you decide where to focus your marketing efforts.
- **Understand their Preferences and Aversions:** What does your persona love, and what do they avoid? These preferences can range from product features to customer service styles, and understanding these can help you avoid potential pitfalls and focus on what attracts your customers.

Creating a detailed customer persona is NOT a one-time task. It's an ongoing and iterative process that evolves as you gain more insights about your market. It's about putting yourself in your customer's shoes, seeing the world from their perspective, and then aligning your product and business strategies accordingly.

## Example of a Customer Persona

A customer persona for an e-commerce fresh grocery business idea targeting middle-income heads of households in a Tier 3 city in India involves understanding the unique characteristics, needs, and behaviors of this demographic.

**Name:** Arjun Patel

**Age:** 35 years

**Location:** Tier 3 City, India (e.g., Jamnagar, Gujarat)

**Occupation:** Middle-level manager at a local manufacturing company

**Income Level:** Middle-income (annual income approximately INR 6-10 lakhs)

**Family Status:** Married with two children (ages 7 and 4)

**Education Level:** Bachelor's degree in Engineering

**Housing:** Lives in a 2-bedroom apartment in a residential area

**Tech Savviness:** Moderately tech-savvy; comfortable using smartphones and basic apps

**Shopping Habits:**

- Prefers shopping online for convenience
- Looks for value for money and quality
- Occasionally influenced by online promotions and discounts
- Makes grocery purchases weekly

**Dietary Preferences:**

- Prefers fresh, locally-sourced produce
- Enjoys a mix of traditional Indian cuisine and occasional Western dishes
- Conscious about healthy eating but not strictly organic

**Lifestyle:**

- Busy work schedule; often finds it difficult to allocate time for shopping
- Values time spent with family on weekends
- Occasionally dines out but mostly enjoys home-cooked meals
- Moderately health-conscious; goes for morning walks

**Challenges/Needs:**

- Finding time for grocery shopping amidst a busy schedule
- Ensuring freshness and quality of produce

- Balancing budget with quality
- Desire for a convenient shopping experience that doesn't compromise on quality

### **What Arjun Looks for in an E-commerce Grocery Platform:**

- A user-friendly website/app that makes shopping quick and easy
- Assurance of quality and freshness, especially for fruits and vegetables
- Competitive pricing with occasional discounts
- Regular availability of a wide range of products including local specialties
- Reliable and timely delivery service
- Clear product information and easy return policies

By understanding and catering to the needs of personas like Arjun Patel, the e-commerce business can tailor its service offerings, marketing strategies, and user experience to effectively engage and satisfy this segment of customers in Tier 3 cities in India.

## **Presenting your Customer Persona**

### **Call-To-Action**

**Develop your customer persona (representation of your target audience) based on research:**

1. Profile & characteristics of the target audience
2. Customer needs & preferences
3. Jobs to- be-done & pain points

## Tips to develop the customer persona:

**a) Background & Demographics:** Age, Location, Occupation, Marital Status, Children, Education, Segment

**b) Problem:** Problem they are facing

**c) Lifestyle and Aspirations**

- Use of social media and platform
- Is he/she tech-savvy?
- What are her/his interests?
- What is her/his lifestyle?
- How does she/he spend their weekends?
- Career aspirations
- What values motivate him/her?

**d) Jobs-To-Be-Done**

- Daily Challenges: What specific challenges does your persona face in their daily life related to the identified problem?
- Goals and Aspirations: What are the primary goals and aspirations your persona aims to achieve concerning the identified problem?
- Key Tasks: What are the essential tasks or activities your persona engages in regularly that are directly impacted by the identified problem?
- Unmet Needs: What needs or requirements does your persona have that are currently unmet or underserved by existing solutions or alternatives?

- Pain Points: Identify the pain points or frustrations your persona encounters while trying to address the identified problem.
- Map the answers to the above questions to identify Functional, Emotional, and Social Needs