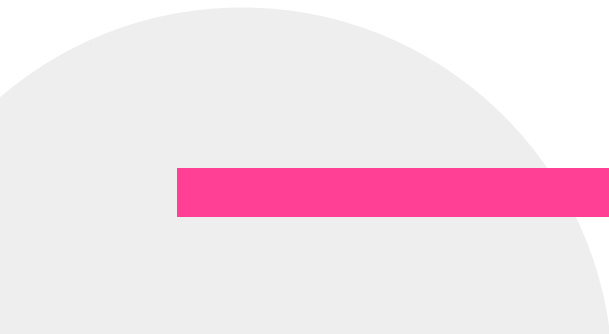
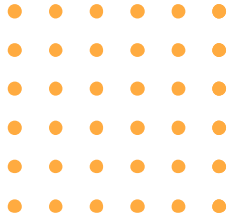


# WHO ARE YOUR CUSTOMERS REALLY?

Customer Personas and Journeys







<https://www.youtube.com/watch?v=jajduxPD6H4>

## 3 KEY TAKE-AWAYS



### EMPATHY

We might miss what our customer doesn't



### EXPERIENCE

How we feel matters a lot



### PERSONAS

Different customers have very different needs



- Works for a large international company as a sales manager
- Tries hard to balance work, family and a healthy lifestyle

**Jenny, 42**  
Sales Manager



- Runs every morning,
- Extroverted personality
- Family first approach to decisions

- Married
- 3 kids under 10
- Income above average
- Lives in the suburbs



- Studies social sciences and decided to participate in ERASMUS
- Wants independence, to figure out her passions, to meet new people and experience cultures

**Tara, 21**  
Student



- Single
- Parents provide an allowance
- Lives downtown

- Adventurous, open to new experiences,
- Willing to take risks.

## RELOCATING TO A DIFFERENT COUNTRY FOR STUDIES

...  
FINDING A  
PROPERTY

GETTING A  
BANK LOAN

ARRANGING  
TRAVEL PLANS

TRAVELING  
...

Choosing  
an airport

Choosing  
relevant  
ticket type

Booking  
the flight





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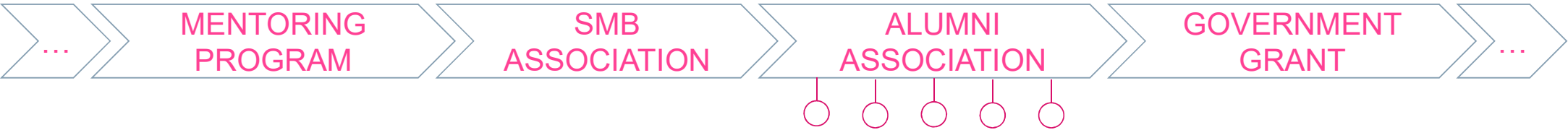
- Owns a small, 5 employee company
- Has many «hats» in the company: sales, marketing, finance and strategy on his shoulders

**Peter, 42**  
Business Owner

- Married
- 1 kid – 8 years old
- Income above average

- Working and networking 24/7
- Has very little free time, constantly needs to prioritize

## TO GROW AND SCALE HIS COMPANY





**Ingrid, 48**  
Marketing Specialist

- Married
- 2 kids – both are university students
- Average income

- Works for a large international for over 20 years
- Wants to change her job, and grow her career – has reached her potential in her current position



- Has a lot of free time, ready to take on additional responsibilities
- Wants to learn new skills

## TO FIND A NEW JOB – CAREER GROWTH

...  
QUALIFICATION COURSES

UPDATING CV AND LINKEDIN

ALUMNI ASSOCIATION

APPLYING FOR NEW POSITIONS  
...







- Owns a small, 5 employee company
- Has many «hats» in the company: sales, marketing, finance and strategy on his shoulders

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# HOW?

HOW TO CREATE  
CUSTOMER  
PERSONAS?



1

## IDENTIFICATION

Start looking for the customer personas

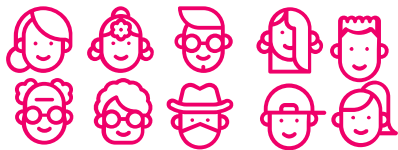


**Create assumptions:**  
Talk to your colleagues and employees – brainstorming sessions. Don't go in too many details!

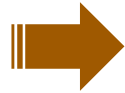


**Add data sources:**  
Supplement the assumptions with hard data:

- Registration & member data bases, surveys
- Social account insights.



Persona skeletons



2

## PRIORITIZATION

Select top 3-4 most important ones



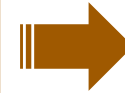
**Value:** Which are your most valuable personas?



**Frequency:** Which are the most represented in your organization? Are there any groups you haven't tapped into?



Prioritized skeletons



3

## FINALIZATION

Flesh out the details and adjust



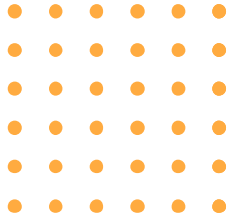
**Conduct interviews:** Add more depth to your insights by talking to your customers.



**Adjust personas:** Sometimes you will have to re-prioritize personas or add new ones.



Detailed personas



# WORK IN GROUPS

DEFINE 3 (ARCHE)TYPICAL ALUMNI PERSONAS THAT YOU ARE FAMILIAR WITH



20 min

<p>Persona portrait</p>	<p>Persona portrait</p>	<p>Persona portrait</p>
<p>NAME</p>	<p>NAME</p>	<p>NAME</p>
<p>Short description of the persona.</p>	<p>Short description of the persona.</p>	<p>Short description of the persona.</p>



# Q&A





# HOW?

WHERE TO GET  
ADDITIONAL DATA?





File Home Insert Page Layout Formulas Data Review View Developer Help

Clipboard Font Alignment Number Styles Cells

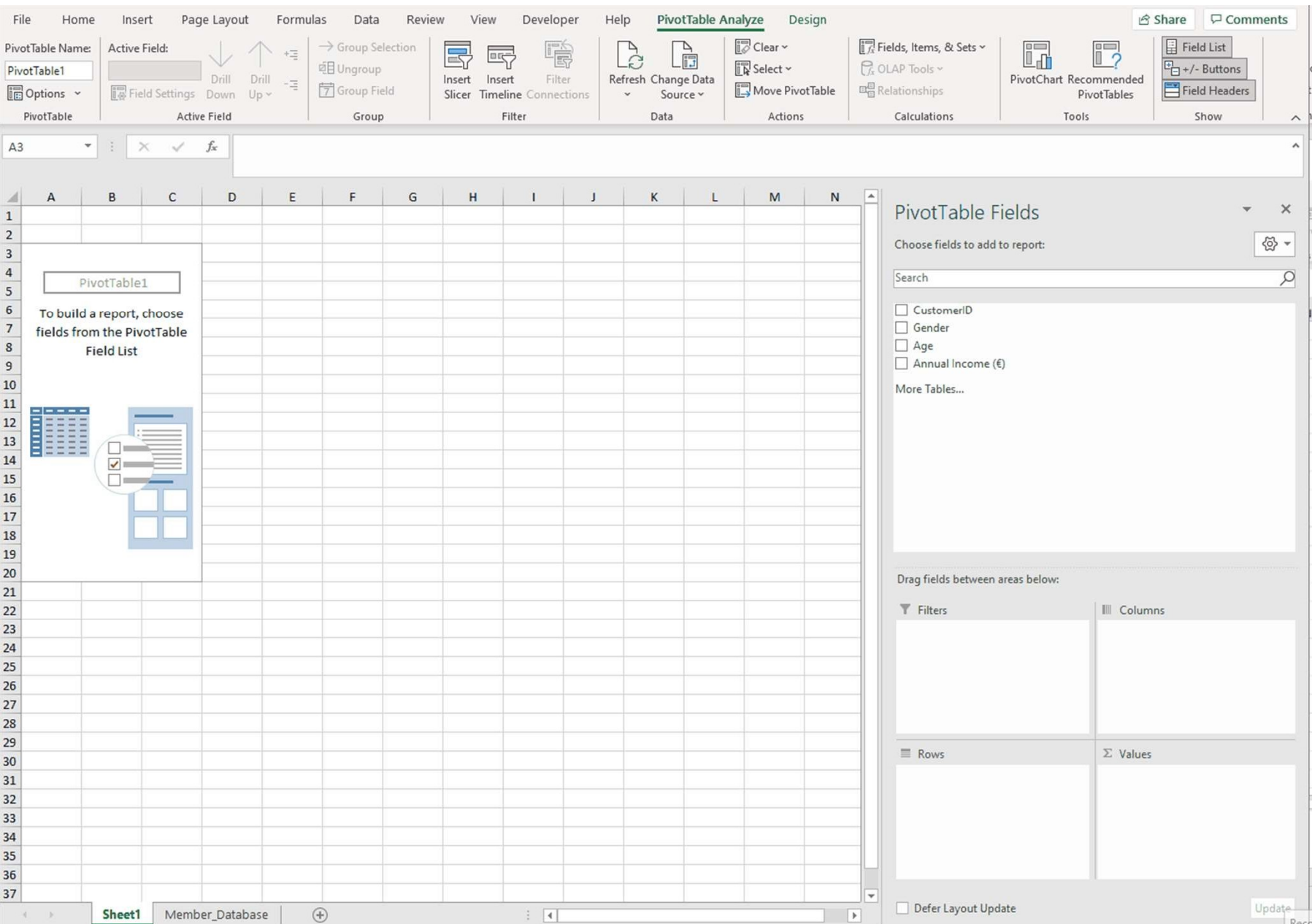
CustomerID

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	CustomerID	Gender	Age	Annual Income (€)										
2	1	Male	19	€ 15,000.00										
3	2	Male	21	€ 15,000.00										
4	3	Female	20	€ 16,000.00										
5	4	Female	23	€ 16,000.00										
6	5	Female	31	€ 17,000.00										
7	6	Female	22	€ 17,000.00										
8	7	Female	35	€ 18,000.00										
9	8	Female	23	€ 18,000.00										
10	9	Male	64	€ 19,000.00										
11	10	Female	30	€ 19,000.00										
12	11	Male	67	€ 19,000.00										
13	12	Female	35	€ 19,000.00										
14	13	Female	58	€ 20,000.00										
15	14	Female	24	€ 20,000.00										
16	15	Male	37	€ 20,000.00										
17	16	Male	22	€ 20,000.00										
18	17	Female	35	€ 21,000.00										
19	18	Male	20	€ 21,000.00										
20	19	Male	52	€ 23,000.00										
21	20	Female	35	€ 23,000.00										
22	21	Male	35	€ 24,000.00										
23	22	Male	25	€ 24,000.00										
24	23	Female	46	€ 25,000.00										
25	24	Male	31	€ 25,000.00										

Member\_Database

## Create a Pivot Table:

1. Select the list of your customers,
2. Insert the Pivot Table



## Create a grouping:

1. Select the «number» attribute you would like to group (age, income, lifetime donations, city, length of employment...),
2. Mouse over between the header and the first data row until a downwards arrow appears,
3. Click on «Group Selection» under «PivotTable Analyze» tab,
4. Select the interval range you would like to use for the grouping

File Home Insert Page Layout Formulas Data Review View Developer Help **PivotTable Analyze** Design

PivotTable Name: PivotTable1 Active Field: Age

Options Field Settings Drill Down Drill Up

Group Selection Ungroup Group Field

Filter Connections Insert Slicer Insert Timeline

Refresh Change Data Source

Clear Select Move PivotTable

Fields, Items, & Sets OLAP Tools Relationships

PivotChart Recommended PivotTables

Field List +/- Buttons Field Headers

A4 18-27

	A	B	C	D	E	F	G	H	I	J	K	L
1												
2												
3	Row Labels											
4	18-27											
5	28-37											
6	38-47											
7	48-57											
8	58-67											
9	68-77											
10	Grand Total											
11												
12												
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PivotTable Fields

Choose fields to add to report:

Search

CustomerID  
 Gender  
 Age  
 Annual Income (€)

More Tables...

Drag fields between areas below:

Filters Columns

Rows Values

Age

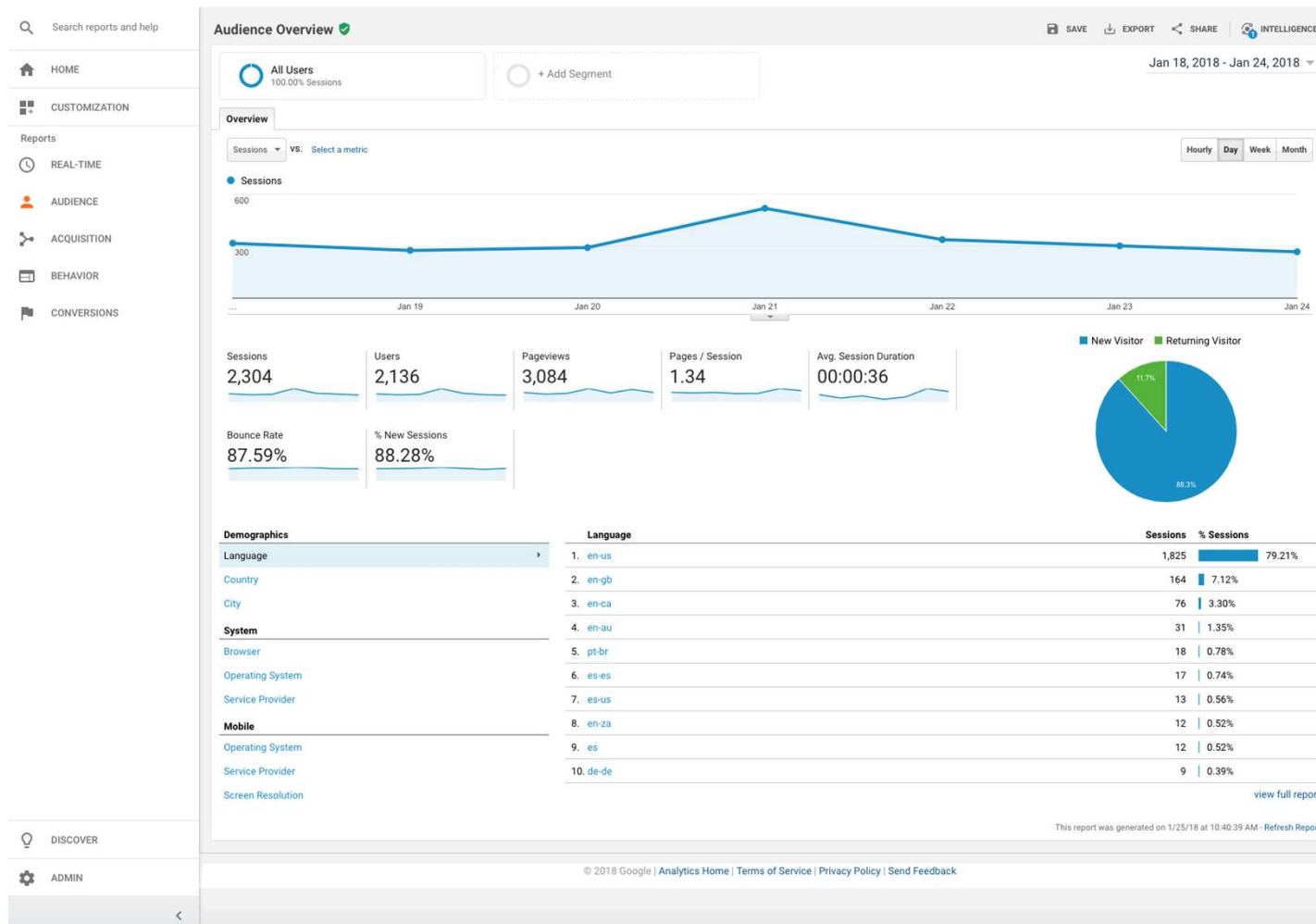
Defer Layout Update Update

## Add attributes to be

1. Drag in the values that you would like to see in the grouping. For example: count of customers in each age group. Average income in each age group.
2. Select how to display the values:
  1. Count (you can also select to show the count as % of the total customer count),
  2. Average,
  3. Sum

# GOOGLE ANALYTICS: <https://analytics.google.com/>

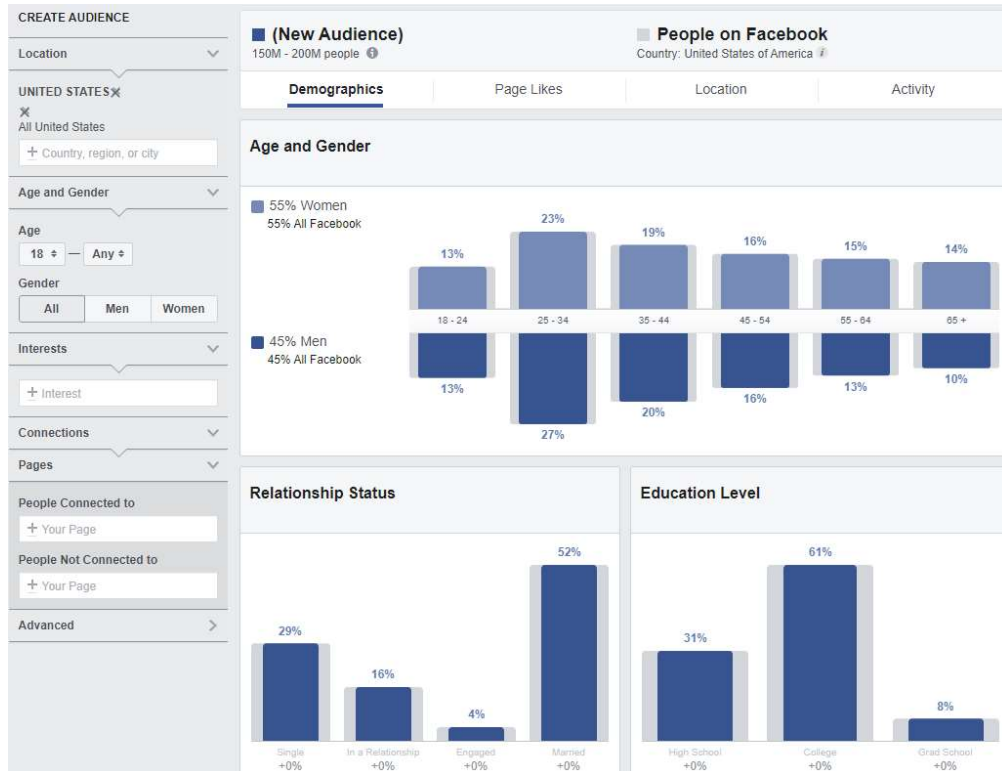
Not only for SEO and marketing – but also to gain powerful insights into visitor's demographics.



## FACEBOOK AUDIENCE INSIGHTS

<https://www.facebook.com/ads/audience-insights>

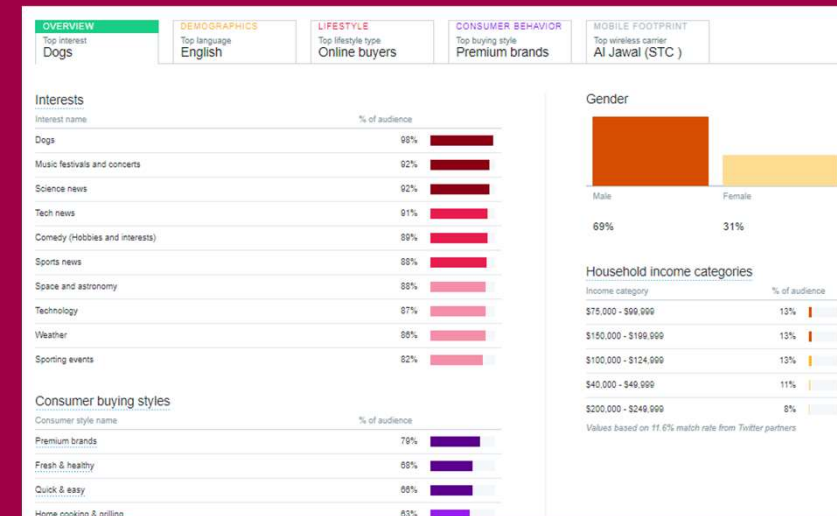
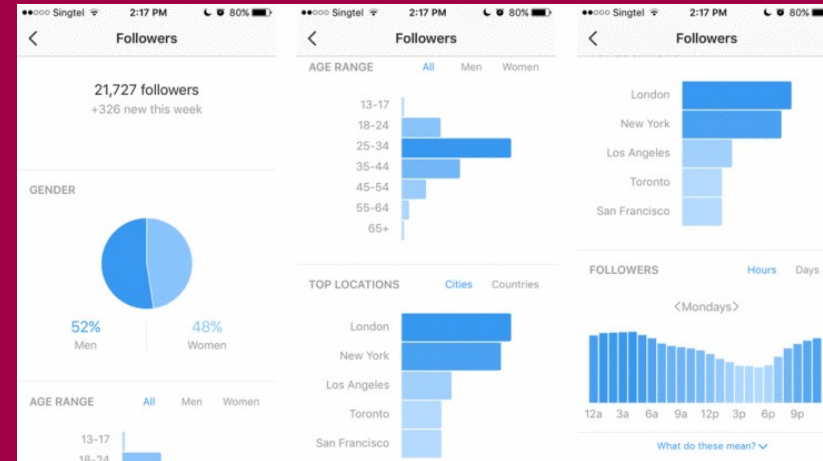
Gain insights into your followers' demographics, interests, other pages that are being followed.



## INSTAGRAM & TWITTER INSIGHTS/ANALYTICS:

<https://analytics.twitter.com>

Twitter now has a paid version for analytics, but Instagram still has a free version.







Ursus Wehrli: The Art of Clean-Up





<https://spotify.design/article/the-story-of-spotify-personas>

# CONTACTS

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[linkedin.com/in/gundarskokins/](https://www.linkedin.com/in/gundarskokins/)

## MIRO BOARD

[miro.com/app/board/o9J\\_IFHZbLM=](https://miro.com/app/board/o9J_IFHZbLM=/)