

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a clean, white space where the text is placed.

Innovative Entrepreneurship Theory and Practice

Innovative Entrepreneurship Theory and Practice

DIN111 (888111) 3(3-0-6)

today's lesson

Explain Persona(s)

activity part 1

complete an Empathy Map

activity part 2

complete a Persona(s)

today's activity

part 1

1. discuss your interviews from last week
2. complete an Empathy Map

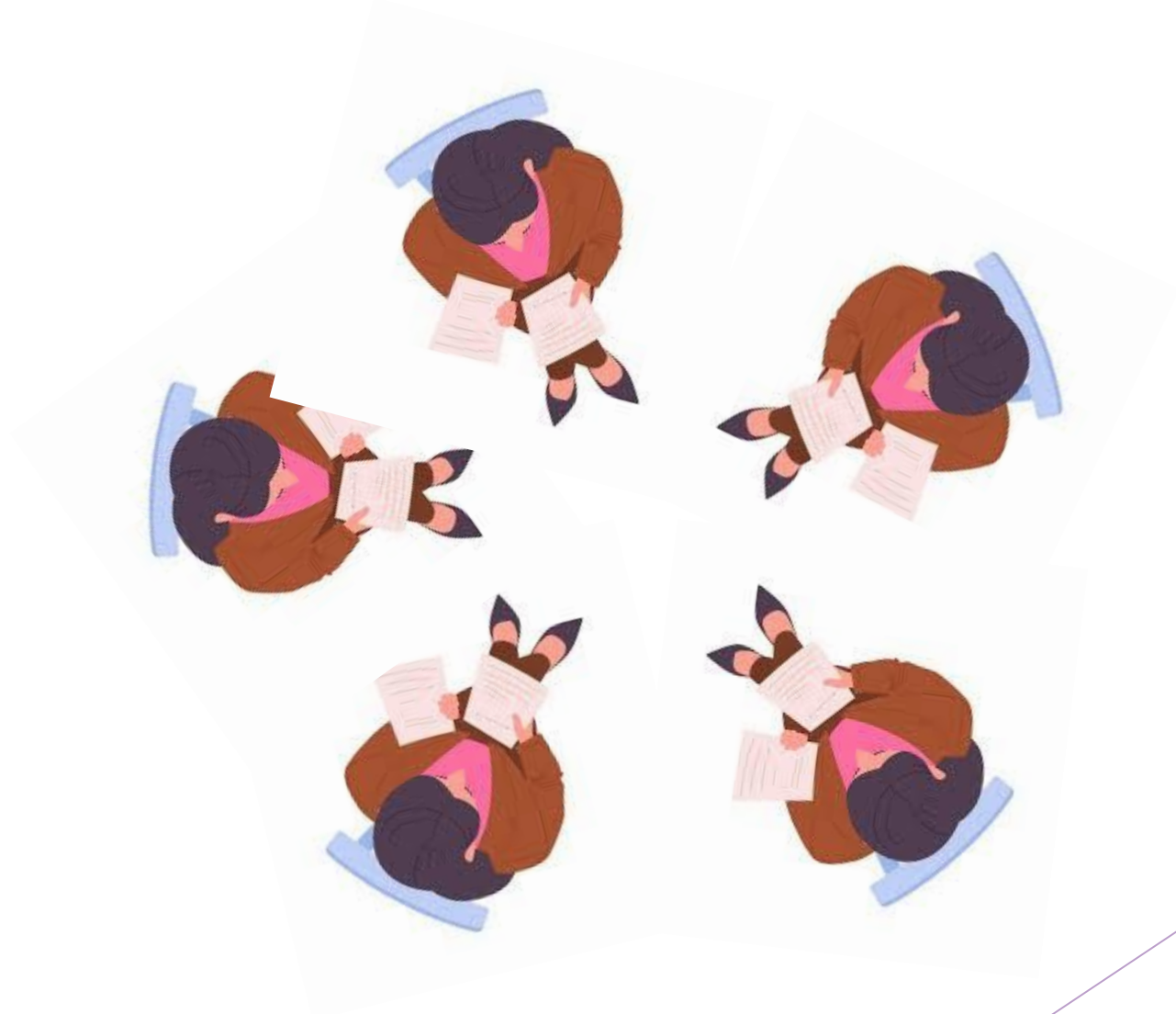
include all your insights!

part 2

1. complete one or more Persona(s)

once you have completed these tasks, you are welcome
to work on your project

sit in groups of 5 students



Lesson 8: Personas

Innovative Entrepreneurship theory and practice (888111)

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. These shapes are primarily located on the right side of the frame, creating a sense of depth and movement. The rest of the background is a plain, light color.

Business
from your eyes

Business Definition

The product- What will you sell to your customers?

Target market - Which segment of the market are you aiming to serve?

Production and delivery capability - How will you provide your offer to your targeted customers?

Business Definition

- A solid business definition has three elements:

1. The offer (WHAT) - *What will you sell to your customers?*

This should address not only the tangible product or intangible service but **its benefits**

Business Definition

2. Target market - *Which segment of the market are you aiming to serve?*

Identify potential

This definition must be precise enough so that you can identify a viable market for the business and focus your marketing efforts.

Business Definition

3. Production and delivery capability

- **How will you provide your offer** to your targeted customers?

How to perform the key activities required to **produce** the product or service, **deliver** it to your customers, and ensure they **are satisfied**.

Business Definition

3. Production and delivery capability

- buying, developing, or manufacturing the product;
- identifying its potential customers and selling the product to them;
- delivering the product or service; and
- receiving payment.

Business from your
customer's eyes



PRODUCT DESIGN IS

The process of **identifying** an opportunity, **defining** the problem, **developing** a solution for that problem and **validating** the solution with real users.

- Nick Babich (Smashing Magazine)

The Design Process





PRODUCT MARKET FIT

In order to build useful products, we need to understand whether there is a need for our product.



User Research

User interviews: uncover insights from direct conversation with users

Online surveys: Surveys and questionnaires enable you to obtain a large volume of quantitative data in a short amount of time.

Market research: Understanding how your competitors approach problems

Contextual inquiry

- observe people go about their day-to-day tasks in their natural environment.
- allows you to truly empathize - put yourself in their shoes

personas

Clark Andrews

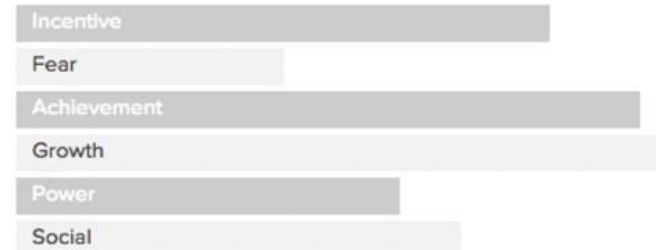
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

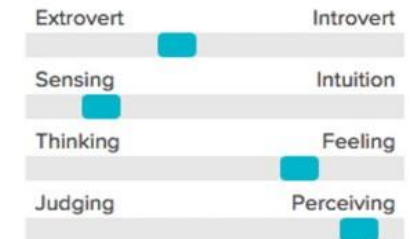
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

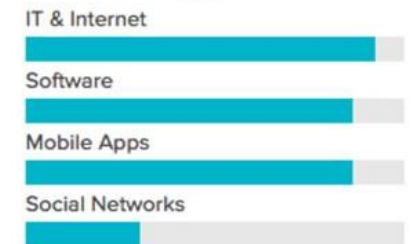
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

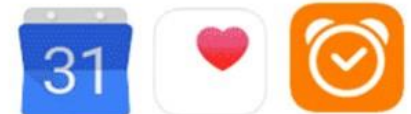
Personality



Technology



Brands



Affinity mapping

Unhealthy habits

Working longer hours than usual

Back pain from improper desk setup

Becoming more sedentary and exercising less

Isolation

Mental health issues can arise e.g. depression

Loneliness for people living by themselves

Distractions

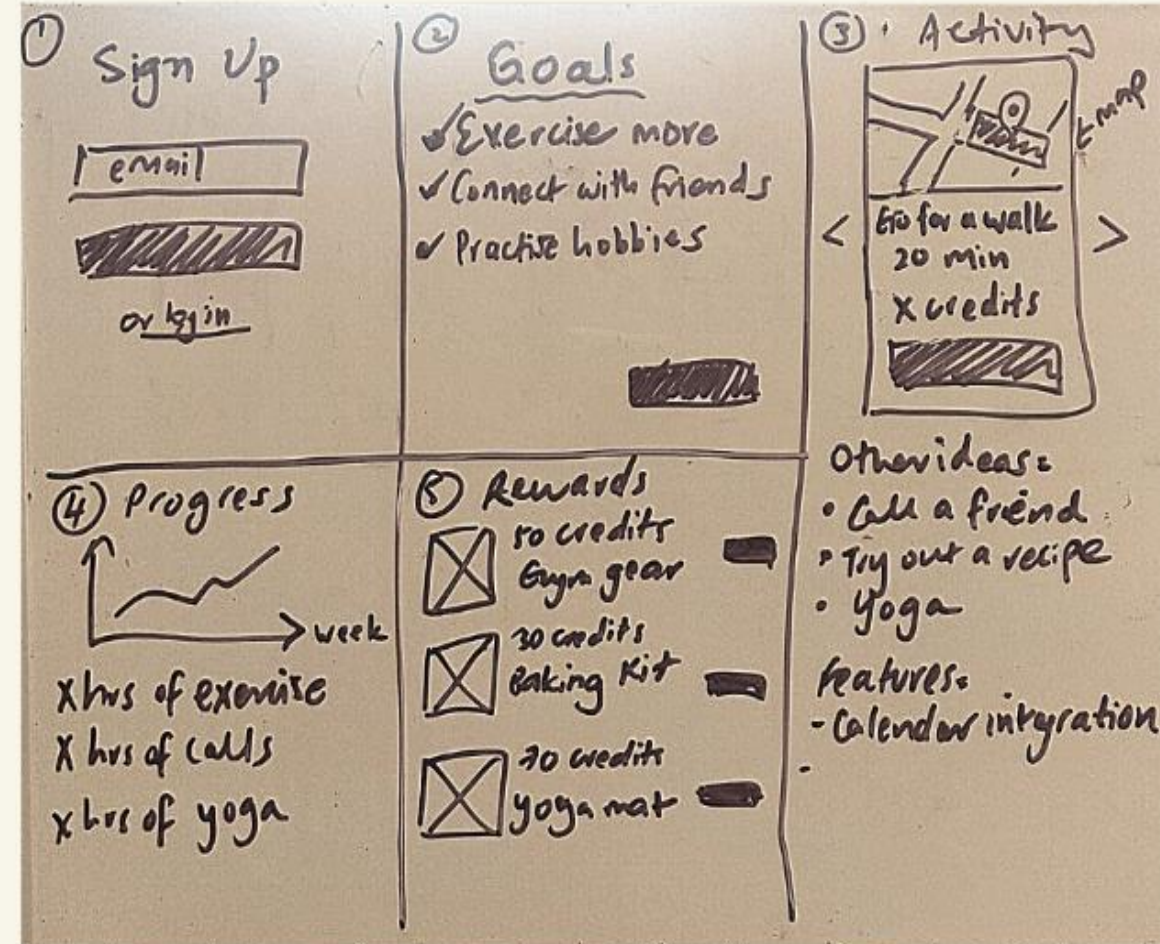
Pet and children distractions

Poor internet connection

Design the Solution

Example

An app that nudges you to take a break by providing you with personalised health and wellness activities.



example personas - online



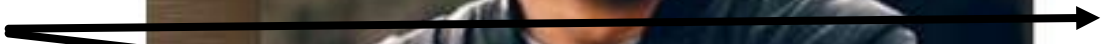
details



goals



habits / use



frustrations
pain points



■ Demographics

- Age: 32
- Location: Chongqing, China
- Job: Purchasing department manager

■ Goals

- Accumulate a large number of professional vocabulary
- Read bussiness letter with no hint or barrier

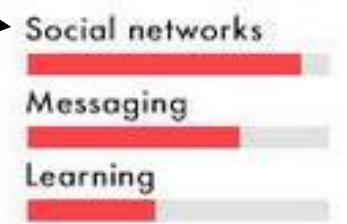
■ Learning habits

- Using fragmentation time to learn English
- Reads eBooks but prefer the paper book

■ Frustrations

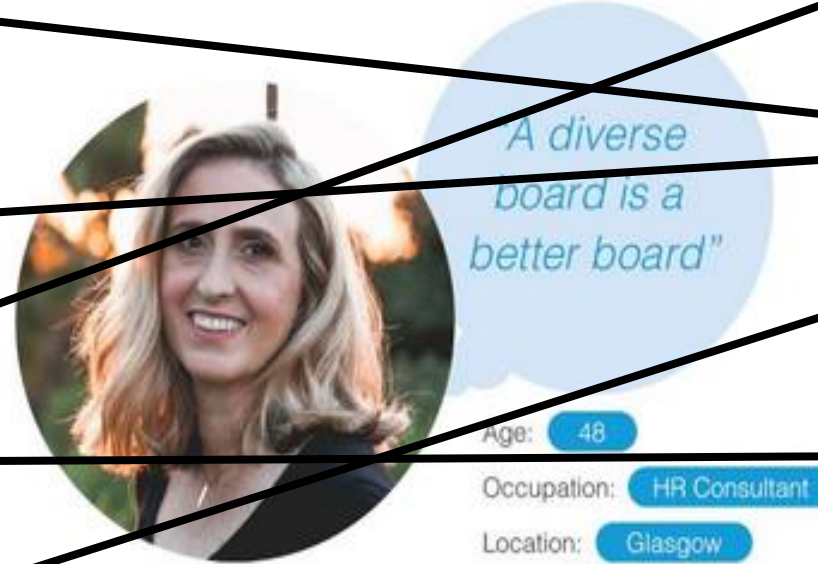
- Can't recognize some professional words instantly
- Always fogot some words learned before

■ Phone usage



This is Diane

HR Practitioner



Age: 48

Occupation: HR Consultant

Location: Glasgow

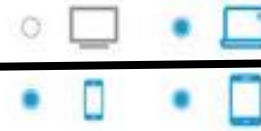
Bio / Backstory

Diane has had a varied career in the public, private and voluntary sectors.

Most of her work has been in recruitment and selection and she now works in that field as a consultant.

She's in a partnership but unmarried and has no children. She's committed to Social Justice and likes designer gin.

Devices Used



User Goals / Needs

- Quick links/access to evidence-based examples of practices that have led to more diverse appointments
- Private forum to discuss practice with fellow practitioners

Pain Points / Frustrations

- Not clear where to find tailored advice for the situations she is facing
- Too much information - can't read all that information to get what she needs quickly

Ideal Experience / Must Have

- Immediately able to access tailored advice about an approach to recruitment and selection that works for the circumstances she is faced with
- Ability to filter by categories
- Short, concise information
- Secure login area where can access/share further information and liaise with fellow practitioners

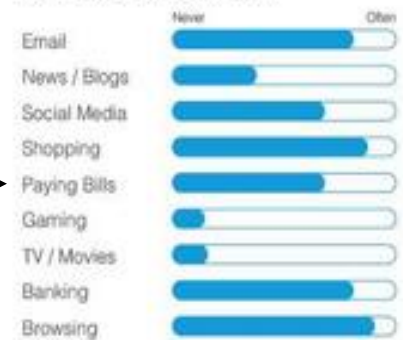
Emotional State (with the company)



Technical Experience



Personal Internet Use



details

goals

habits / use

frustrations
pain points

needs

ISABELLA

THE QUIRKY TEEN

ABOUT

Age: 17 years old
Occupation: High School Student
Personality Type: INFJ

TECHNOLOGY

Internet:
Using Software:
Using Mobile Apps:

FAVORITE APPS



"Straight lines is for losers."

UX GOALS

- Motivating
- Aesthetically Pleasing
- Originality

MOTIVATIONS

- Wants to organize her events
- Is curious about the world around her
- Wants to go to art school in the future
- Appreciates originality in brands
- Wants a more personal experience

BRANDS



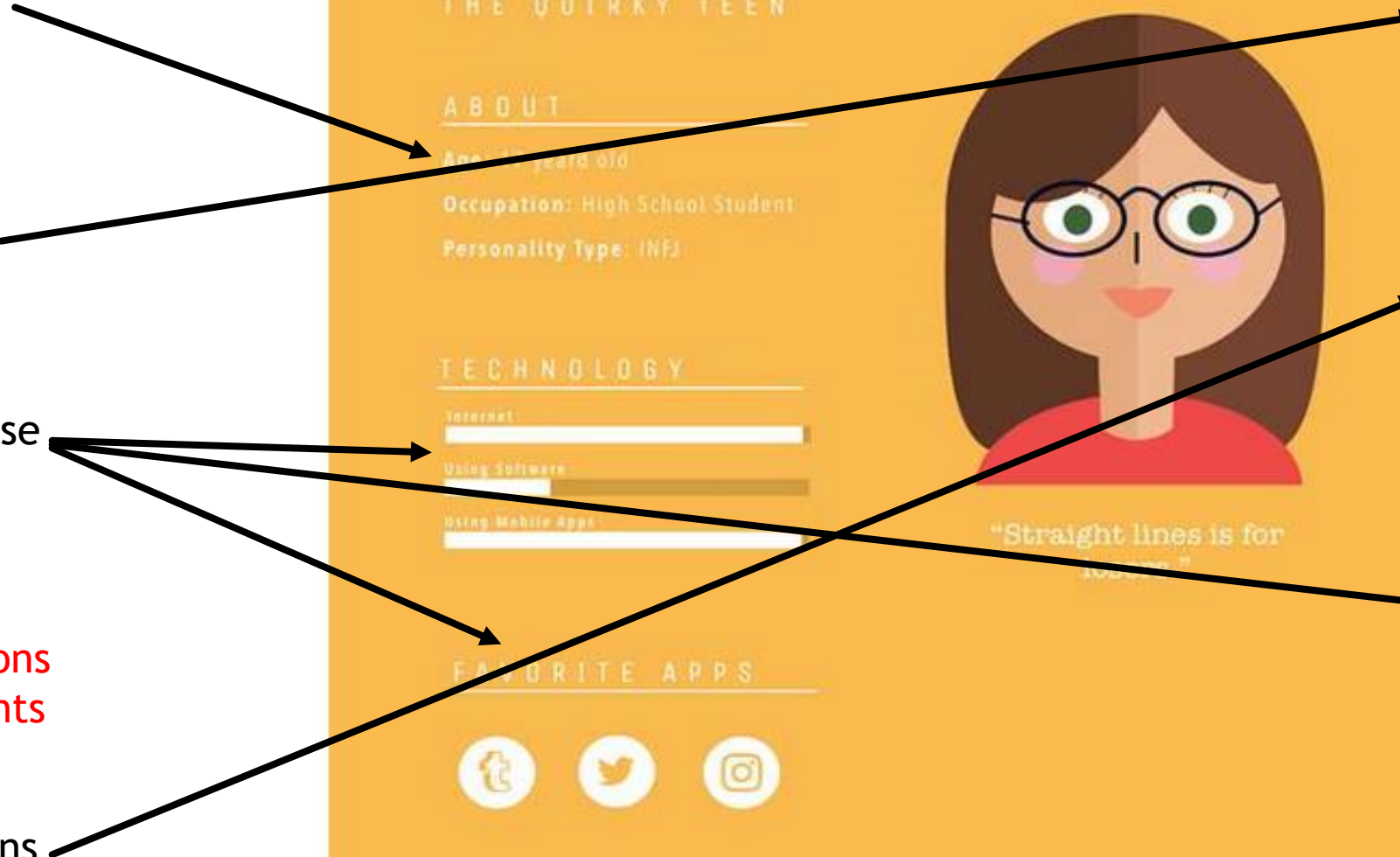
details

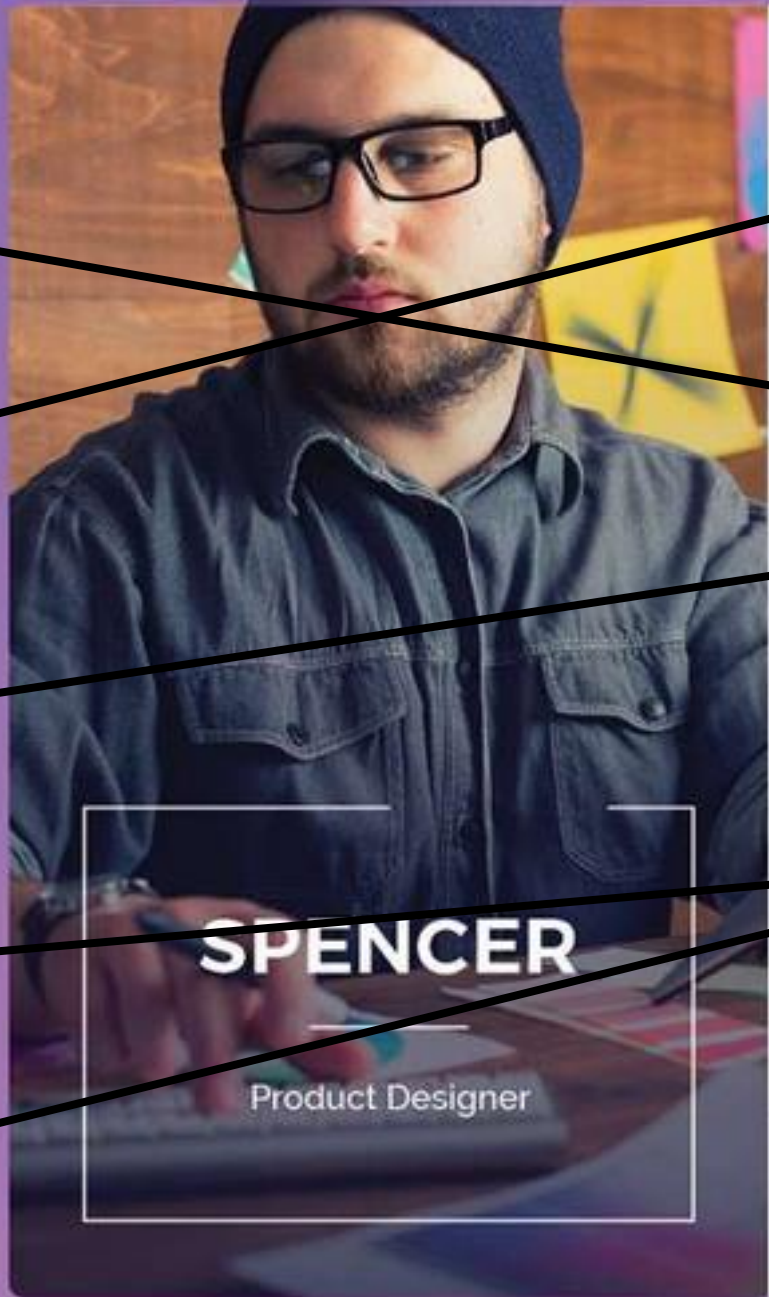
goals

habits / use

frustrations
pain points

motivations





ASPIRATIONS

"I just want to have a personalized daily source for design inspiration and I want to be aware of featured and newsworthy content from creative professionals with latest design concepts, tips and showcases."

ABOUT

- Age: 27
- Work: Product Designer
- Family: Married
- Location: Toronto

TECH

- Internet:
- Social Media:
- Adobe Software:
- Gadgets:

WANTS AND NEEDS

- To stay motivated with new digital product design concepts
- To be able to find a downloadable free design resources such as UI kits, icon packs and mockups.
- To create his own portfolio profile in order to establish his brand among the other designers
- To be able to provide and get feedbacks, and be visible for the entrepreneurs.

FRUSTRATIONS

- Don't have much time to find specific design concepts while doing a deep research on different mediums.
- Wants to see dynamic design content combined on one website/platform that can be organized on categories to give him an option to save artworks for inspiration.

FAVORITE BRANDS



details

goals

habits / use

frustrations
pain points

needs

Alex Reulier

Persona 1



"I love to meet new people, they share their fascinating stories and ideas. After meeting someone new I get a lot of inspiration. I feel there should be an app for a casual meeting with strangers."

Clever · Organised · Curious

Age: 28

Occupation: Writer · Editor

Family: Divorced

Location: Beijing · China

Archetype: The Creator

Bio

Alex is a part-time editor for a lifestyle magazine in Beijing. He came with his Chinese wife and stayed after the divorce. Alex loves new places, he often visits bars and restaurants that just opened in the city. In his free time, he is writing a post-apocalyptic science fiction book.

Goals · Interest

- Find new friends in a foreign city.
- Alex is not interested in new relationships, because not long ago he went through a divorce.
- He is also not that much interested in a hook-up with some stranger.
- Alex is looking to meet someone just for fun, to go to cinema or go for a lunch, talk, travel.
- Alex also travels a lot, but usually alone and rarely meets new friends because he is a little shy to approach people.

Pain Points · Concerns

- Dating apps that Alex tried doesn't have the right people.
- Some online websites that are used to find a relationship are also not suitable for him.
- Even when he found some interesting people online it took him weeks in chatting before he actually met them in person.
- When Alex travelled to Cambodia last time, he tried some solo travelling apps, he posted some messages and liked some profiles but people answered when he already left the country.

Scenario

After my divorce I felt very lonely because a lot of our friends in Beijing were from my wife's side. I ended up in a foreign country with almost no friends. At first I only spent time with my colleagues, but a little after I started to look for an app that can help me find new buddies to hang out.

Motivations

Loneliness



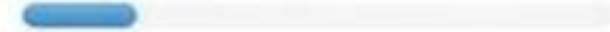
Entertainment



Curiosity



Relationship



Hook-Up



Personality

Introvert



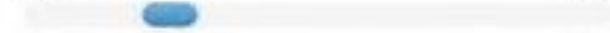
Extrovert

Analytical



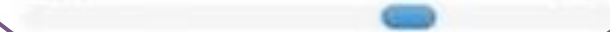
Creative

Loyal



Fickle

Passive



Active

Brands





Jessica Jones

27 years old

Software Engineer

San Francisco, California

"To be a good software engineer you have to be willing to break the rules to strive for something new."

ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis no istrud exerci tation ullamcorper. Duis autem vel eum iriure dolor in hendrerit in vulputate velit.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla mcorper suscipit lobortis nisl ut aliquip ex ea commodo con sequat nibh euismod tincidunt ut.

♥ LIKES

Open source software
Cloud technology
Using her smartphone
Photography

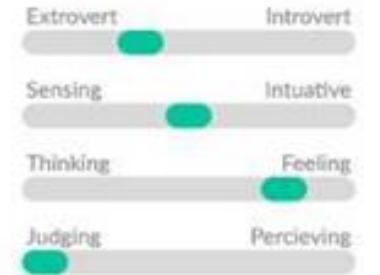
☹ DISLIKES

Losing data
Poor communication
Slow internet connections
Unclear project briefs

GOALS

- Achieving greater productivity in software engineering
- Finding web-based software to automate her workload
- Organizing her daily activities
- Gaining greater experience software engineering
- Saving time and money

PERSONALITY



TRAITS



FAVORITE BRANDS

Google
Nikon
Sony

details

goals

likes & dislikes

frustrations / pain points / challenges / needs

habits / use

Creating a persona

Clark Andrews

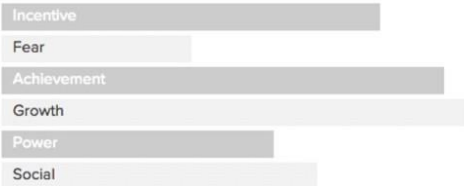
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

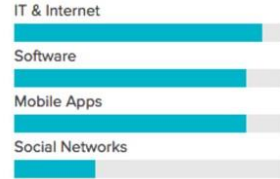
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



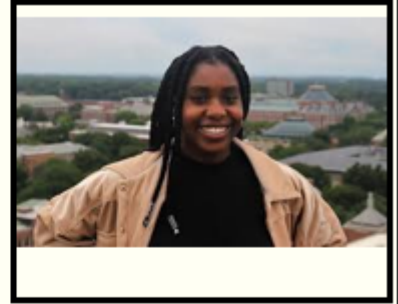
Brands



Sarah

AGE
GENDER
LOCATION
EDUCATION
ENGLISH LEVEL
DIGITAL SKILLS LEVEL

21
 Female
 New York
 Undergraduate
 Intermediate
 Proficient in basic digital tools and social media.



Ambitious Inquisitive Creative

I need to improve my English especially speaking and vocabulary

Goals

- Achieve a high GPA and graduate with honors.
- Improve her English language skills to an advanced level.
- Build a career in digital marketing and achieve professional success

Motivations

motivated by personal growth and continuous learning. Want to develop her language and digital skills. Networking and social interactions drive her. is determined to build a successful career in digital marketing

Frustrations

- Struggles with advanced academic writing and speaking fluently in English.
- Finding the right balance between coursework and other activities.

Bio

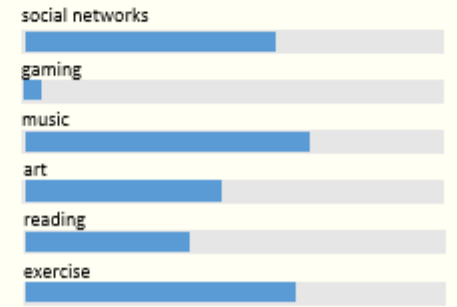
Sarah is a 21-year-old undergraduate student from New York, USA, currently pursuing a degree in marketing. She's a highly ambitious and inquisitive individual who is passionate about language improvement, academic excellence, and building a successful career in the field of digital marketing. In her free time, she enjoys reading, photography, and managing social media profiles

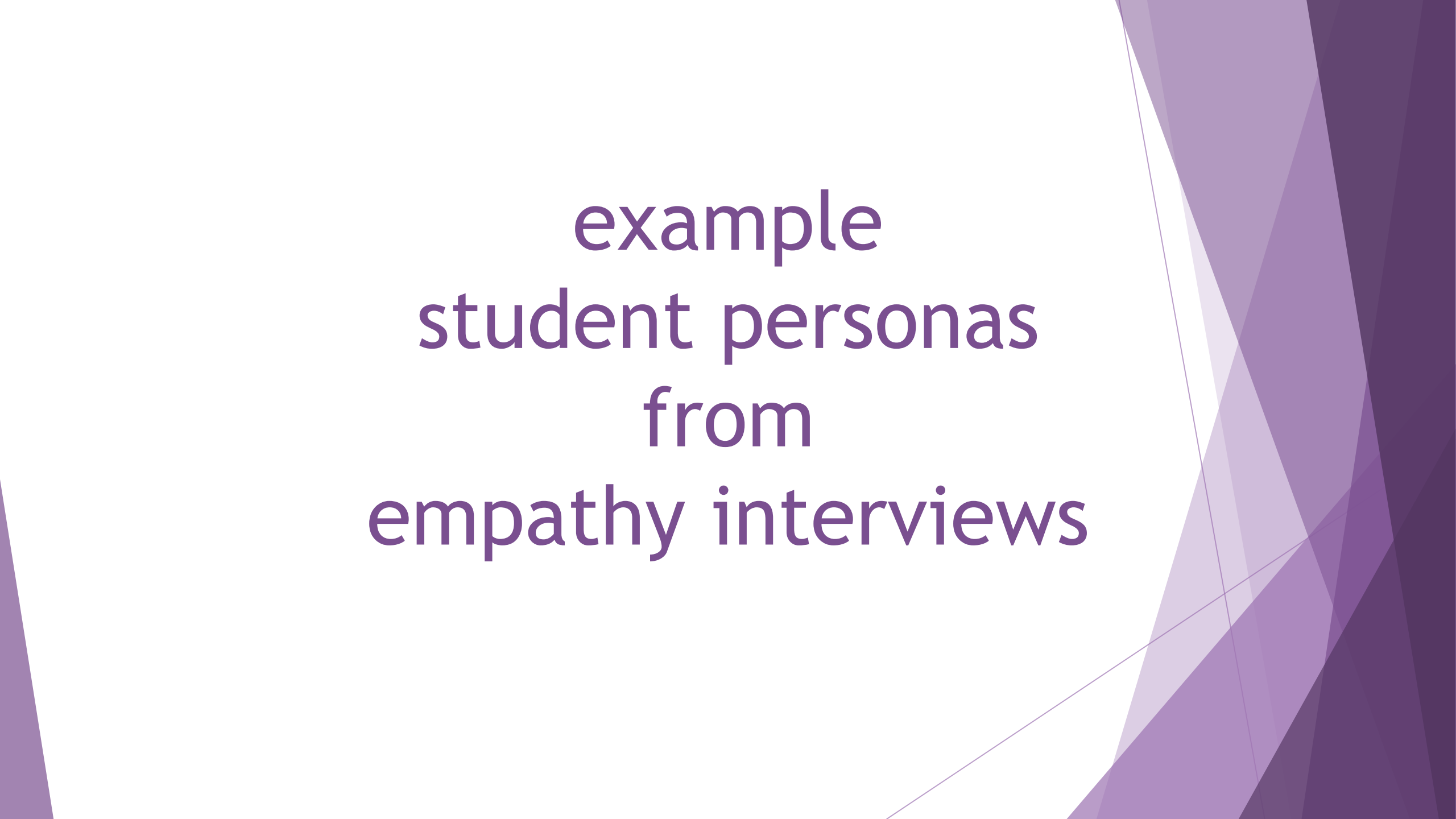
Personality



Brands: Apple, Nike, Starbucks

Interests



The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered on a white background that occupies the left and middle portions of the frame.

example
student personas
from
empathy interviews



SUKI
University Student

Age: 21
Education: High-quality
Background: Middle-Class

**EXTROVERT
RISK-TAKER
PROACTIVE**

Hobbies: Enjoys painting, hiking, and volunteering

ATTITUDE & VALUES

Values having many friends, places high importance on being environmentally conscious.

GOALS

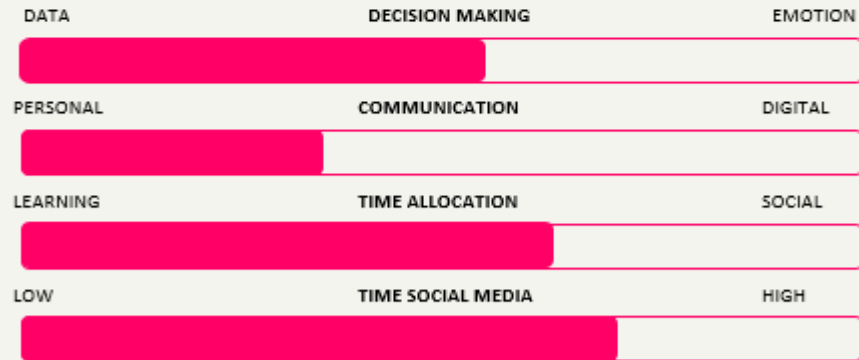
Short-term goals include excelling academically; long-term a career in environmental conservation.

CHALLENGES

Balancing social life with studies and managing time effectively.

PAIN POINTS

Difficulty with complicated assignments.



BRANDS



DEVICES & PLATFORMS



BANK
University Student

Age: 21
Education: Standard
Background: Thai

**FAMILY-ORIENTED
QUIET
SUPPORTIVE**

Hobbies: Swimming, reading, eating and sleeping

ATTITUDE & VALUES

Values family and being close to family

GOALS

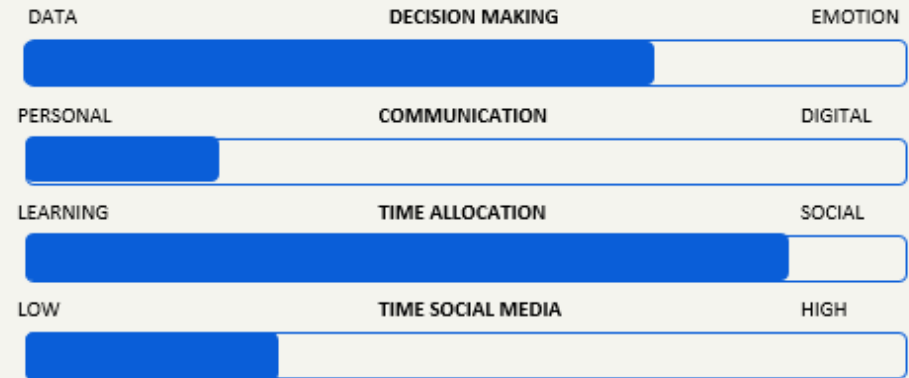
Leave university with a pass
Long-term to be happy

CHALLENGES

Being away from family

PAIN POINTS

Find it difficult to do group work and socialize



BRANDS



DEVICES & PLATFORMS





LING LI
University Student

Age: 20
Education: High-quality
Background: Middle-Class

Hobbies: Traveling, food and culture

EXTROVERT
RISK-TAKER
PROACTIVE

ATTITUDE & VALUES

Places importance on financial security and having many friends.

GOALS

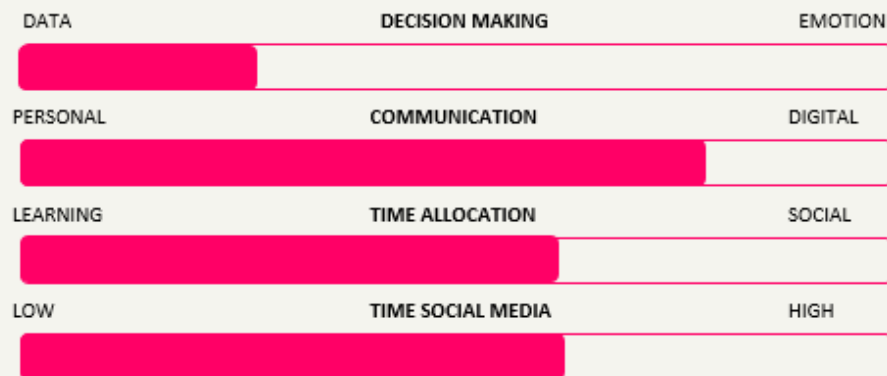
Short-term academic success
Long-term international business.

CHALLENGES

Handling academic pressure and managing time for social life

PAIN POINTS

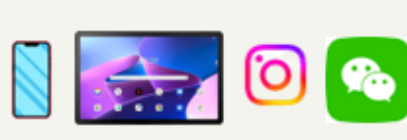
Reliant on friends for emotional support



BRANDS



DEVICES & PLATFORMS



ALEX
University Student

Age: 18
Education: High-quality
Background: Middle-Class

Hobbies: Coding, music, computer games

SHY
ACHIEVER
FOCUSED

ATTITUDE & VALUES

Values financial security, is environmentally conscious.

GOALS

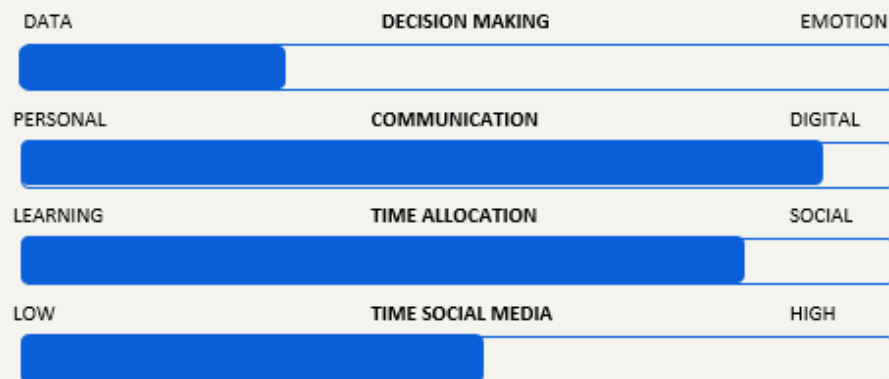
Short-term excel in school
Long-term to be a computer science

CHALLENGES

Time management

PAIN POINTS

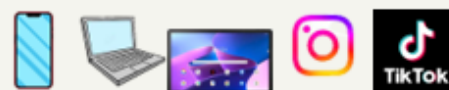
Poor Social Life



BRANDS



DEVICES & PLATFORMS



The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in the white space between these shapes.

Today's task:
create personas

today's activity

part 1

1. discuss your interviews from last week
2. complete an Empathy Map

include all your insights!

part 2

1. complete one or more Persona(s)

once you have completed these tasks, you are welcome
to work on your project

Choose your Business

A. product or service for students

- shop on campus, sell food, drink
- or a service, delivery, rent bicycles etc.

B. online help for (University) students

- how help for students
- app / website, info. contacts, courses etc.

C. new social media platform

- - what do you like, videos, images, what is fun, exciting, useful
- - what would you like

Examples

<https://venngage.com/blog/user-persona-examples/>

Process explained in detail

<https://www.youtube.com/watch?v=DvV7ZcRVQ4g>

helpful web pages

course page

<https://www.alps.academy/innovative-entrepreneurship/>

personas

<https://www.alps.academy/customer-analysis-personas/> (includes templates / downloads)

from last week

empathy maps

<https://www.alps.academy/customer-analysis-empathy-maps/>

examples of empathy maps & personas

<https://www.alps.academy/persona-and-empathy-map-examples/>

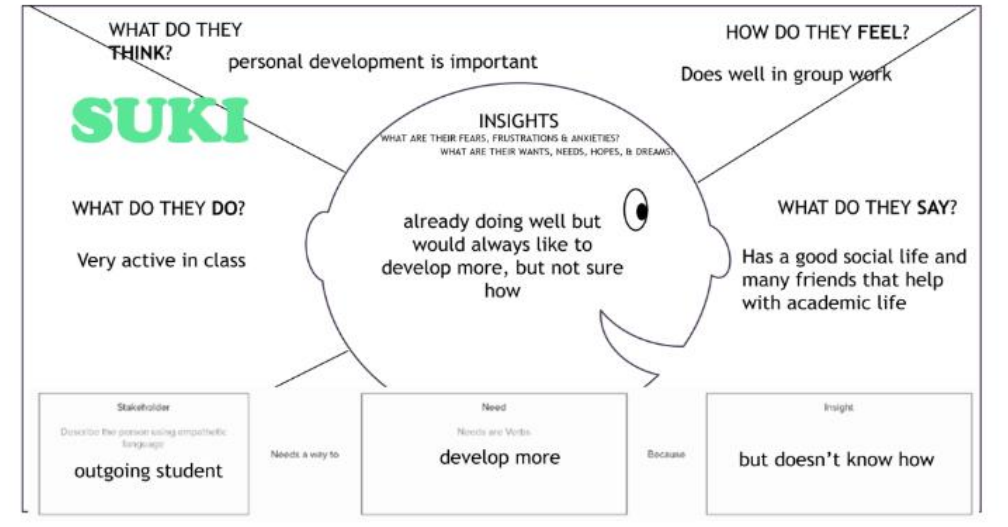


What to do?

Class activity

- Choose your style of empathy map
- Interview your 'target customer'
- Complete their details on the empathy map template

- Choose your style of persona template
- Create your 'target customer'
- Complete their details on the persona template



A detailed persona card for Clark Andrews. The card includes a photo of a young man and various data points:

- Basic Info:** AGE 26, OCCUPATION Software Developer, STATUS Single, LOCATION San Jose, CA, TIER Experiment Hacker, ARCHETYPE The Computer Nerd.
- Motivations:** Incentive, Fear, Achievement, Growth, Power, Social.
- Goals:** To cut down on unhealthy eating and drinking habits; To measure multiple aspects of life more scientifically; To set goals and see and make positive impacts on his life.
- Frustrations:** Unfamiliar with wearable technology; Saturated tracking market; Manual tracking is too time consuming.
- Personality:** Extrovert, Sensing, Thinking, Judging, Intuition, Feeling, Perceiving.
- Technology:** IT & Internet, Software, Mobile Apps, Social Networks.
- Brands:** Nike, a calendar icon showing '31', a heart icon, and a checkmark icon.

A quote at the bottom reads: "I feel like there's a smarter way for me to transition into a healthier lifestyle."

You can do these exercises for your group project or the suggestions



Thank you!
any questions?