Problem and customer analysis (persona canvas)

Brief description: Nowadays, customer centricity is on everyone's lips and is therefore also a central element in the design of your business idea. After all, your product or service should optimally meet the needs of your customers. The "Persona Canvas" is a tried-and-tested tool that reveals the most important building blocks of customer analysis in the well-known canvas logic (see Business Model Canvas).

Quick guide: We are also convinced of the "less is more" approach with the persona canvas and believe that it is sufficient to select a few different customer types. You can therefore either use one canvas and fill in the respective boxes for all conceivable or relevant customer groups or, if you don't have enough space, use several canvases. Simply read through the questions in each box and fill them in to the best of your knowledge and belief for your business idea.

Description
Describe the fictional character(s) in terms of gender, age, profession, mindset, values and other attributes.

1

Use cases
What do the use cases look like in the context of the persona(s)?
What does the customer journey look like before and after the use cases?

3

Task(s)
Which task is supported by the product/service?

2

Influencer
Who are the influencers in the purchase decision of the persona(s)? Influencers: Social environment of the buyer and other individuals or persons in organizations

4

Moods & impressions
How do you see the world or the everyday life of the persona(s)? Sketch or illustrate these with the help of pictures, photos, sketches and other materials. Try to put yourself in the shoes of the persona(s) and imagine as concrete a picture as possible.

Pain Points
What currently generates negative feelings in the persona(s)? What are the shortcomings/weaknesses of current products on the market?

5

Market & Trends
What are the relevant (mega) trends for your persona(s) today? Which (mega) trends will be important in the future?

8

7

Satisfaction
What makes the persona(s) happy?

6

Source: Based on M. Lewrick, P. Link & L. Leifer: The Design Thinking Toolbook - The Best Tools & Methods (2019)