



# Marketing Activity 1. Personas



With any product, the most important thing to think about are your customers – who is going to use it and why?

In order to really understand how to market your product, you first need to understand who you are marketing to.

Creating a fictional persona of your customer enables you to really begin to understand your customers needs, and to identify how your product will help solve some of their problems. This process enables you to place yourself in the shoes of your users, and really begin to understand how they might interact with your product and your overall brand, and how you might best get your product in front of potential customers.

Who would most likely use your product? Are they a 63 year old male with 2 Grandchildren, who he picks up each day from school on the bus?

Or a 27 year old female who has an hour commute to work each day using various forms of public transport?

Be as detailed as possible to really begin to understand you customer.

Take a look at Daisy's Persona to give you an idea.

This is what we'd like you to do:

1. Decide what sort of person will be your target customer?
2. Give them a name, age and occupation and build everything from there.
3. Write down as many things as possible about this person: where do they live, what sort of house, where do they shop, are they married,. children,. . pets. hobbies.
4. Try to be as detailed as you can. If they have children, how many, how old are they. The more detail you have, the better this will be.
5. Now that you have a clear idea of who your customer is, think about how they would use your product, what benefit would it bring, how would it improve their life?

