



TRENDS



Innovator
Invests in gadgets and innovates as soon as possible.



WORK



Office
Works in the office.



MOTIVATION



Money
Main motivation relates to wealth.

FORGE BY LEMNOS

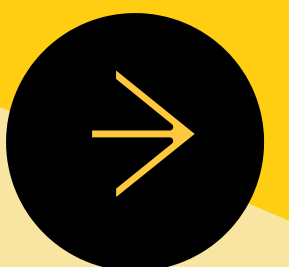


FORGE
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How to use your

User Persona Map Kit

Instructions on how to use your kit and make the most of it.



What's in it?

Online Canva whiteboard link with:

- User persona sheet with spaces to input the persona's basic information, demographic information, story, needs/challenges and solution.
- Over 100 cards to help you map out your persona's age, family dynamics, location, education, wealth, trend behavior, work, how they use their free time, motivation, channel of distribution, sports and product.

Why do we use Canva for our online toolkit links?

- **Cost-Free Access:** Canva is free for all the tools you need to use the kits, making it an accessible platform for everyone. Beyond our toolkit, explore a wide array of features without any financial barriers.
- **User-Friendly Interface:** Canva's intuitive interface makes it easy for users, regardless of their technical proficiency, to engage with the toolkit effortlessly.
- **Collaborative Capabilities:** Canva supports real-time collaboration, enabling teams to work seamlessly together, provide feedback, and make edits concurrently.
- **Versatility:** Canva's diverse range of design tools and features empowers you to go beyond traditional offline templates and kits. Infuse creativity into your strategy sessions with visuals, icons, and more.
- **Cloud-Based Access:** Canva operates in the cloud, ensuring your work is accessible from any device with an internet connection. This flexibility is invaluable for dynamic and remote teams.
- **Integrated Tools:** Canva offers a suite of integrated tools, simplifying tasks like adding text, shapes, and images. This integration enhances the overall user experience and productivity.

By choosing Canva, Forge by Lemnos ensures that your online experience is not just practical but enjoyable, fostering a collaborative and creative environment for developing exceptional products and services.

How to use the kit

User Persona Map Kit

Starting a collaboration can be overwhelming, but it's important to gather all the key people you would like to have input from before you begin. Once you have everyone, follow these steps to create a user persona:

1. Use cards to visually map out your user persona on the profiling section of the sheet (right side). Remember that this is just one of the possible personas who would use your product or service, therefore, try to be as specific as possible. Use one card for each slot, skipping any slots that do not apply. If more than one card applies, select the one that most applies to them.
2. Once you have filled the profile slots, give your persona a name that represents who they are.
3. Give the segment of customers/user category that they represent a name.
4. Define the market size this customer represents. This is best listed as the total number of customers (existing or potential) that they represent in the market your company is or intends to be.
5. Break down the demographic that your user represents: How old are they? What gender are they? What job title do they hold? What channels can you use to reach them?
6. Search the web for an image of a person that fits the description of the persona you have come up with and paste it over the (image here) section.
7. Now that you have a clear picture of the persona, write out their story. What has led them to be in the market for your product or service?
8. Next, explore and write down the needs and challenges that they have as they would be trying to solve with your product or service.
9. Finally, write out how you meet and/or exceed your customer's needs and challenges.
10. Review your persona from the start and make adjustments until you have a cohesive picture to ensure you have a full understanding of your target audience.
11. Repeat the process with a different persona and market segment.