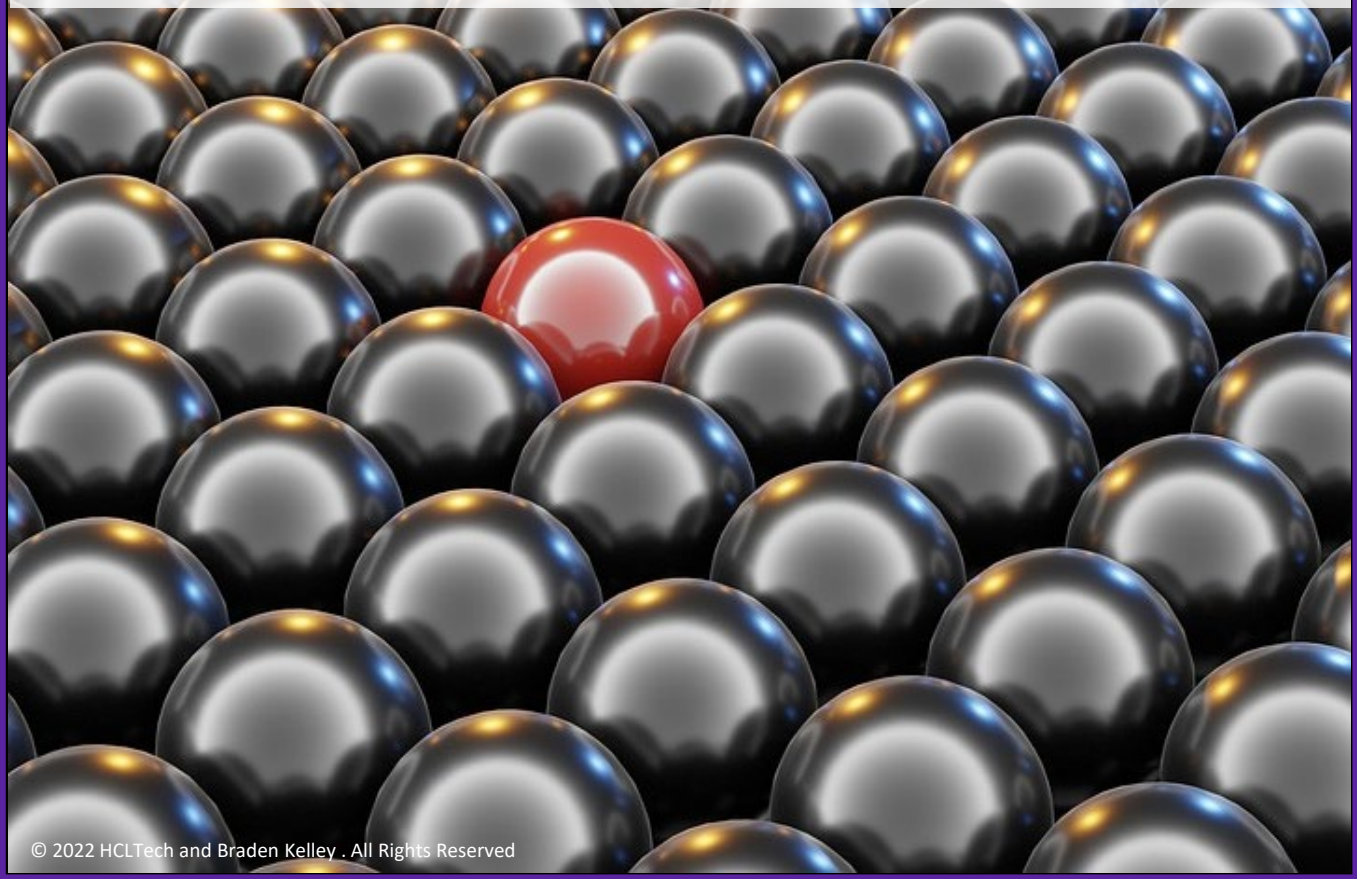
How to Create Personas That Matter

From the article
Bringing Customer Experience to Life
by Braden Kelley

https://www.hcltech.com/blogs/bringing-customer-experience-to-life

When doing customer experience work, better to create a range of personas based on **where potential customer journeys are likely to diverge** and what their **behaviors** and **psychology** are.



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To create more impactful personas, **leave out the demographics** and instead choose a collection of representative photos (one per persona), name each persona, and **create a descriptive statement** for each persona.

This is enough. And it will leave you more room (and focus) left for the kinds of information that will better **help you not just step into the shoes of the customer, but into their mindset as well**.

This includes information like:

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1. THEIR business goals

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2. What they need from the company

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3. How they behave

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4. Pain points

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5. One or two key characteristics important for your situation (how they buy, technology they use, etc.)

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6. What shapes their expectations of the company

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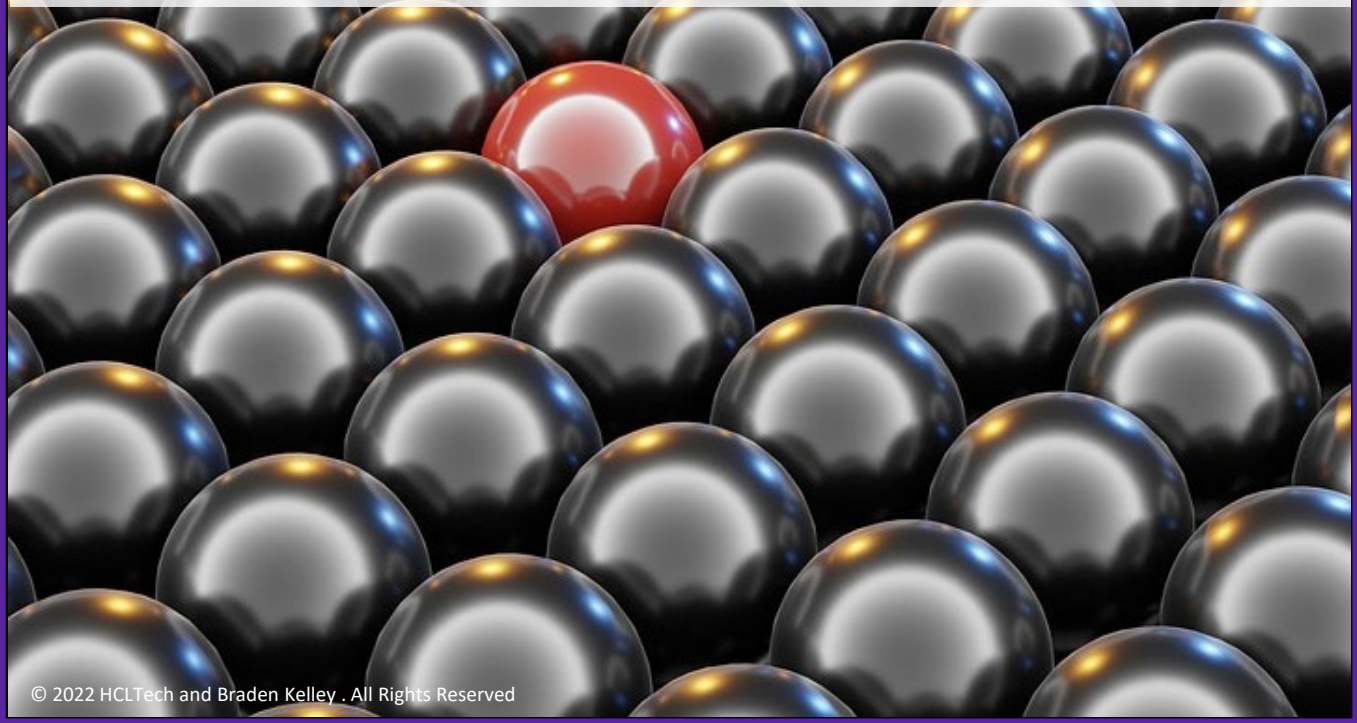
Focusing more on what the customers **think, feel and do** will enable your customer experience improvement team to **better understand and connect with the needs and motivations of the customers**, their journey and what will represent meaningful improvements for them.



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