

Persona's



YELLOW CATS
INNOVATION LEADERS NETWORK

Startvraag

Een normale werkdag

Waar spreek/schrijf je over?

- % ... Klanten
- % ... Management
- % ... Financien
- % ... Producten
- % ... Collega's
- %

Startvraag

Omschrijf *je* klant op een kaartje

- Woorden
- Beelden
- ...

Persona – waarover hebben we het?

Helder gedefinieerde fictieve ‘characters’

Herkenbaar, geloofwaardig voor belangrijkste klant- of gebruikerstypen

Voortborduren op bestaande segmentaties en segmentprofielen

Geabstraheerd uit beschikbare of recent verzamelde klantdata

Naam & foto en verrijkt door illustraties, verhalen, kernwoorden en quotes (symbool voor hun gebruikersprofiel)

Ofwel: van klintinzicht naar klantgezicht

Bouwstenen personas

PERSOON

GEBRUIK

INTERACTIE

HARD

Demografische
kenmerken

Psychosociale
kenmerken

Specifieke kennis
en vaardigheden

Doelen, behoeften,
attituden

Zacht
Zintuiglijke
voorkeuren

Toegankelijkheid
product/dienst

Gebruikerstypen

Context van gebruik
product/dienst

Emoties tijdens
gebruik product/dienst

Webographics

Interactie
kenmerken

Relatie persona met
business

Relatie business met
persona

Olsen, persona toolkit

Tegenover elkaar gezet

Persona

Hoe, waarom

Onderliggende motivatie

Inkleuring

Zet aan tot gesprek,
verbeelding

Segmentatie

Wie, wat

Wat onderscheidt
consumentengedrag

Facts, gemiddelden

Input productdifferentiatie

Een aanpak





Step 1: Motivational factors

1. Well-being
2. Social
3. Humanity
4. Persistency
5. Empowerment
6. Cause



Step 2: Clusters

1. 4 Clusters
2. 98.4% Correctly classified



Persona

ABOUT ME

Names: Laurie

Age: 40

Home life: Married, 2 kids and a dog

Hobbies: Music, Singing, Hiking

Event Experience: Personal pilgrimage, sign of strength and renewal

Satisfiers: Warm glow, Side events information provided

Concerns: The event becomes too big, loose of focus, corporate participation

My Goals: To become a grandma one day and stay healthy

Laurie the Legend

"if I did it, you can do it!"



PERSONAL PROFILE

Laurie always had ideas about what she wanted in life until this dark day nearly two years ago, the day she got diagnosed with cancer. Climbing the Alpe d'Huez mountain for her is like a symbol of the illness she faced two years ago. She says "it is a pain and you go through it slowly, step by step but once you reached the summit you feel mighty and strong and that mountain is yours for a little moment". Laurie has always been a huge cycling fan but never believed in her capabilities to participate in big rides or competitions. By taking part in Alpe d'Huez she wants to show others that her experience with the illness was not as bad as what she feared, the fear itself was worse. She hopes her strength and hardship inspire others to overcome their fears for the illness so they rather dare to fight and endure to overcome. Laurie is proud of the amount of funds she raised. She found that the understanding and willingness to financially support the cause among her friends and family increased as they were personally touched with Laurie's illness and recovery process. She loves to support the cause in order to raise awareness and inform people about the illness and the treatment. She feels the event is losing its focus and brotherhood by allowing corporate teams to participate. "It should not become a mass event".

Motivators

Laurie participates because...

- she recently won her latest battle against the illness
- to master her cycling skills
- to share emotional burden
- the non-profit organization is appealing to her
- to make the fight against cancer a national priority

NUMBERS

Team Members

5

Years participated

2

Years cycling Experience

3

Funds raised

42,000

Traditional Segment

Age (Years): 35 – 45

Status: Married

Team Members

(Number): 4 – 8

Participation History

Years): 2 - 4

Funds (Euro): 35,000 - 50,000

Name: Laurie

Age: 40

Home life: Married, 2 kids
and a dog

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Hiking

Event Experience:
Personal pilgrimage, sign of
strength and renewal

Satisfiers: Warm glow, Side
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"If I did it, you can do it!"

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Years cycling
Experience

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42,000

ABOUT ME

Name: Harry

Age: 45

Home life: Married, 2 kids,
Living outside the city center

Hobbies: Marathons,
Cycling, Outdoor Sports,
Camping, Reading

Event Experience: I like
the thrill of it and preparation
prior to the event.

Satisfiers: Organization and
Newsletters

Concerns: Safety, Logistics,
and Traffic

My Goals: To break my
personal record, 5 times
cycling and 1 time running



Motivators

Harry participates because...

- he is a fanatic Athlete
- fits in his Healthy Lifestyle
- to break his Personal Record
- to be outside in Nature
- to have a Break
- lost beloved friend due to cancer

Harry the Health Junk

"It's not just an event, it's a lifestyle"



PERSONAL PROFILE

For Harry, the event does not start at the day itself. He likes to have a reason to train for during the year and strives again for a new personal record during this year's event. Since he lost a good friend because of cancer, he became even more aware of his lifestyle and the importance of health and wellbeing. Since his kids take vacations with friends, he and his wife travel to France and extend their time in France in order to make it their summer vacation. His wife

supports other participants and volunteers in the kitchen and catering during the event. He volunteers too, with little last minute tasks during the event such as handing out water or placing candles. Since he finds it hard to reach the minimum fundraising efforts required, as he participated 3 times now and does not want to bother people in his network any longer, this might be his last Alpe D'HuZes. Furthermore he is hesitant about the organization regarding the spending of the funds and them becoming too much money focused. His main concern is the safety of the event as both car and even truck traffic and participants have to share the mountain and high speeds are reached while descending.

NUMBERS

Team Members

7

Years participated

3

Years cycling
Experience

11

Funds raised

23,000

Name: Pascal

Age: 13

Home life: Single, IT-specialist

Hobbies: Traveling, Cooking

Event Experience:
Inspiring, feeling of taking responsibility

Satisfiers: Professional organization, side events, feeling of ownership of the event

Concerns: Continuity event, Website, Fundraising requirements

My Goals: Awareness and social change.



Motivators

Pascal participates because...

he and the organization have similar goals

research regarding the cause could benefit him, friend or his family in future

he is confident about his capability and contribution

PERSONAL PROFILE

The organizations mission; "to inspire people to have happy and healthy lives in harmony with cancer", is very appealing to Pascal. He was blown away by the event and will for sure participate again next year. Not only does he like the significant change he and his team made financially, meanwhile the fundraising activities created an opportunity for him to promote the event and the fight against the cancer. Because Pascal wants to educate himself about the illness and the treatment, he attends all events, conferences and meetings prior to, and after the actual event.

Pascal furthermore believes that by supporting KWF and the event he, his friends and his family might possibly benefit from it in future. Not only due to the fact that Pascal has eye for detail and is knowledgeable about IT but mainly because he is afraid the accessibility and user friendliness of the website bothers participants and the ease of fundraising. If Pascal would have had the social skills and access to the organization, he would have loved to help them out with the website and other IT related issues. Pascal is also concerned about the minimum fundraising requirements and payment logistics which can form an obstacle for participants' retention, affecting the continuity of the event on the long term.

NUMBERS

Team Members

4

Years participated

1

Years cycling Experience

1

Funds raised

130,000

ABOUT ME

Name: Carl

Age: 39

Home life: Married, one kid, Entrepreneur

Hobbies: Team sports, Cycling

Event Experience: Warm atmosphere

Satisfiers: Brotherhood, being part of a community

Concerns: Involvement of kids and family, identity and core values of the event

My Goals: Help others, quality time with family

Carl the Caretaker

"It's like a family reunion!"



PERSONAL PROFILE

Carl always supported good causes and non-profit organizations. He is a true social animal and has great abilities to connect people and groups. Carl feels responsible for the community in general and health of others. Taking part in the event felt like becoming part of a new family. Carl is not strongly attached to the cause and the event which makes the barrier to switch other fundraisers or non-profit low. According to him, the volunteers are the actual heroes of the event. He

sees opportunities to involve volunteers and supporters in the event. Carl finds it a pity the organization did not take into account children's participation since he and his wife take part and their son is crazy about cycling but could not sign up as an official participant. The main motive for participation being solely the cause and/or the fight against it, is of high importance to Carl. He however doubts if the organization is successful in attracting the right people as the collaboration and atmosphere in 2009, according to him, was much better compared to this year. He suggests the organization to stick to their core values and create this intimacy again through attracting and filtering those participants who are in need of positive energy, sharing emotional burden and a new start in life.

NUMBERS

Team Members

6

Years participated

2

Years cycling Experience

1

Funds raised

180,000

Motivators

Carl participates because...

he wants to give something back to the community

to share emotional burden

to contribute to cancer patients and their families

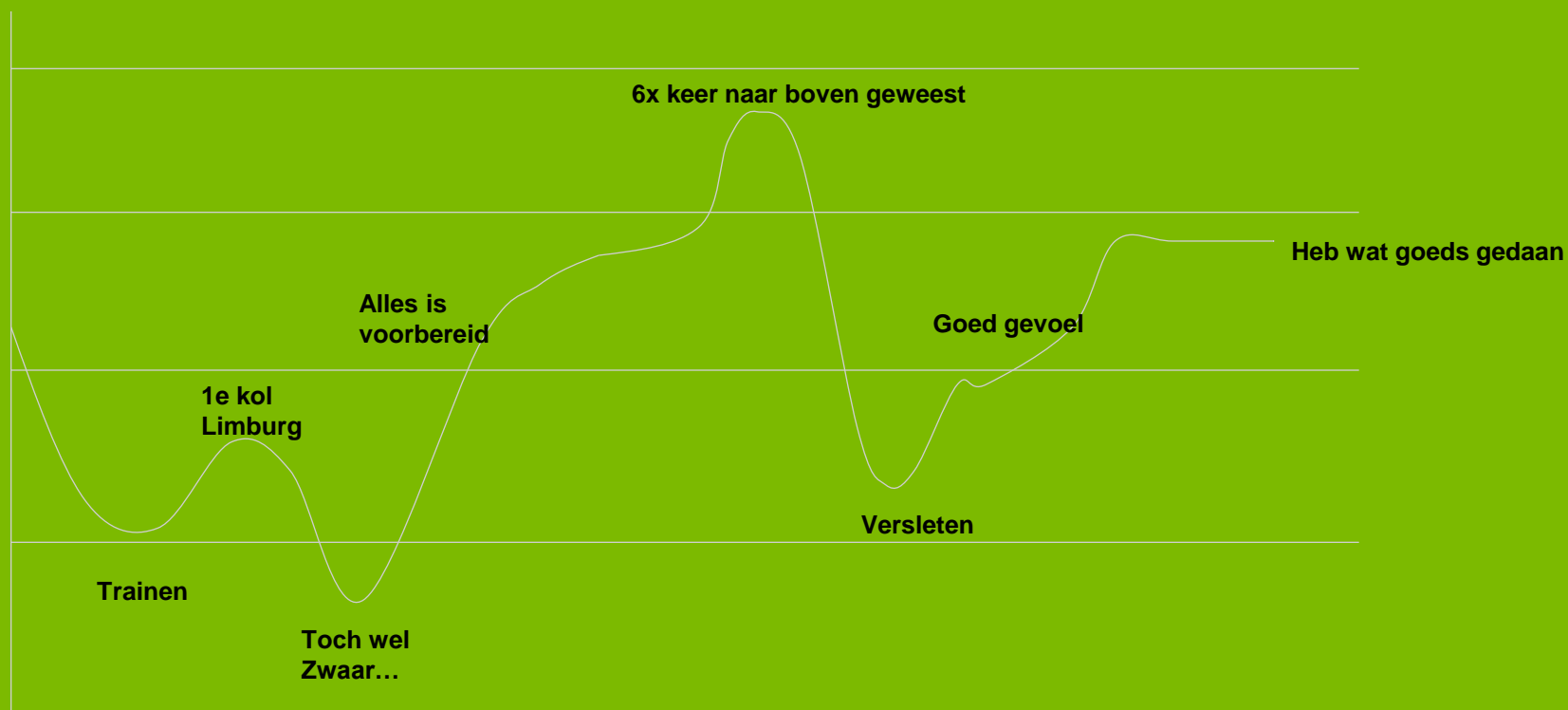
to be with his family

to raise awareness in the community

Segmentation and customer profiling

	<i>Health Junkies</i>	<i>Legends</i>	<i>Caretakers</i>	<i>Promoters</i>
Age	45	40	39	43
Gender	Male	Female	Male	Male
# Teammember	7	5	6	4
# Years participate	3	2	1	1
Cycling experience	11	3	1	1
Sport (number of times climbed)	4	5	5	4
Funds	23,000	42,000	180,000	130,000
The reason for participation	Wellbeing	Spiritual	Support	Change
The degree of involvement in the event and organization	Moderate	High	Very high	Low
Additional roles during the event	Little tasks	Organization	Kitchen	None
Historical knowledge of the event	Low	Very High	High	Moderate
The lived experience of the event	Kick	Pilgrimage	Philanthropy	Empowered
Trust in the organization and fundraising strategy	Low	Moderate	High	Very High
Satisfaction	Lowest	Highest		
Return		Highest	Lowest	
Satisfiers	Newsletters Party	Side Events	Brotherhood Organization	Side Events, Organization
Concerns	Safety, Traffic, Logistics and Catering	Mass event, Brotherhood, Corporate participation	Values & Identity, Involve family and kids	Minimum Fundraise, Continuity, Website

Journey



Source: Kahneman

Gebruik van personas (voorbeelden)

Strategische marketing (bijv. ANWB)

Segmentatie, doelgroepen passend bij je merk

Klantgroepen management

Gezamenlijke focus om klant te benaderen en bedienen

Product- en dienstontwikkeling (bijv. woningcorporatie Vivare, Philips)

Aansluiting bij behoeften en verlangens van klant

Gebruiksvriendelijkheid verbeteren

Marketing en communicatie (bijv. ABN Amro)

Continue verrijking van klantgegevens

Consistente interne communicatie

Diepere communicatie vanwege verrijkt klantinzicht

Effectievere campagnes waarin klant centraal staat

Medewerkers in direct contact met de klant (bijv. CenterParcs, ANWB)

Verschillende klanttypen kennen en hoe ze te bedienen

Aanpassen van service of call scripts of 'tone of voice'

Efficiëntie en effectiviteit klantcontact

Productontwikkeling



ABN Amro

Controle en
beheersing



Andere
expertise



Ondernemerschap
Resultaatgericht



"ik vraag altijd
een second
opinion"

Financiële
expertise



"Ik betrek alleen
de key players,
anders vertraagt
het de besluit-
vorming"

Persona's

Vakantie op de loer...

Persona's in de travel industry

Strategisch: merken



KLM Personas and social media

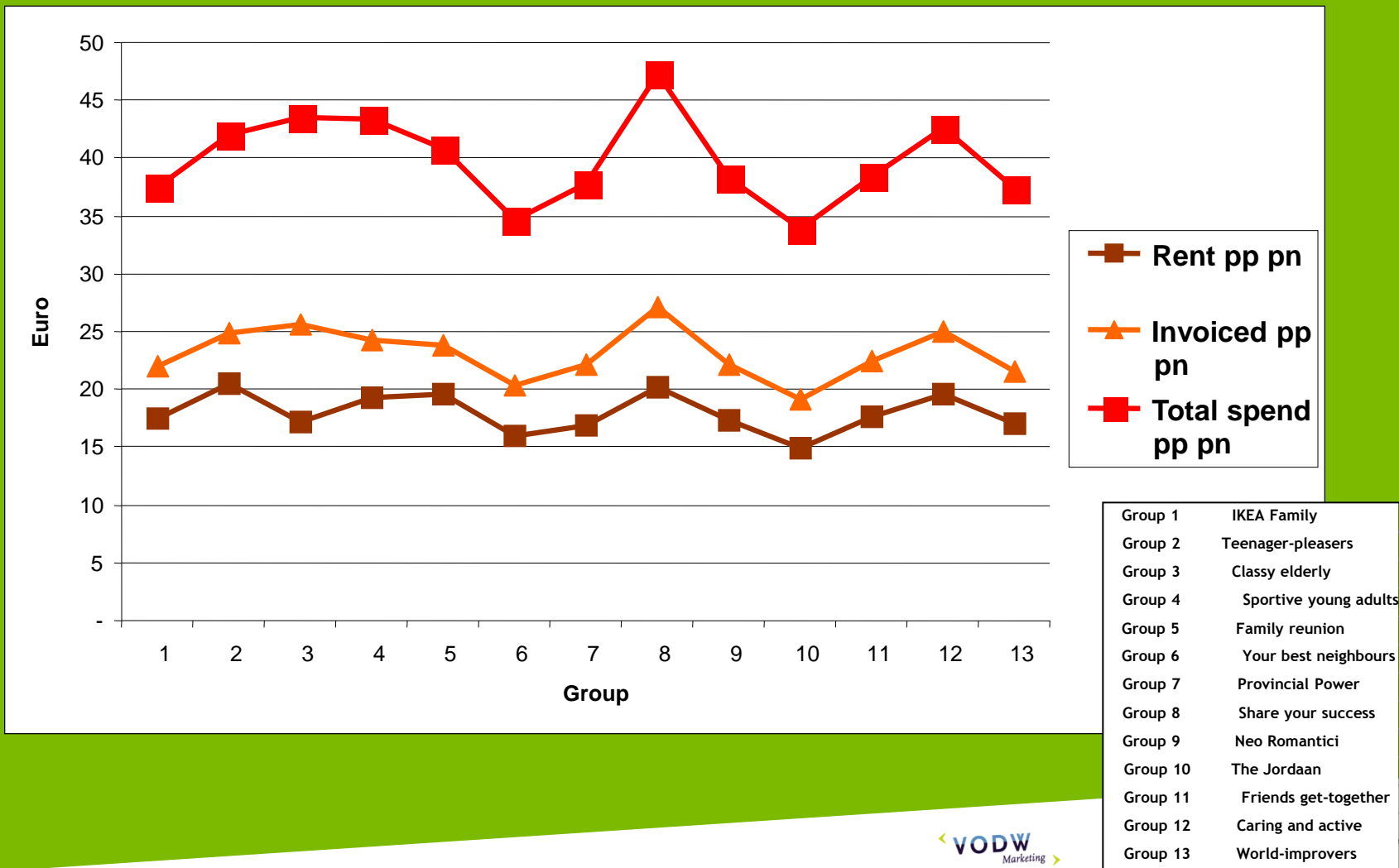
PERSONAS * What is the main reason why you 'liked' KLM on Facebook? Crosstabulation

			What is the main reason why you 'liked' KLM on Facebook?							Total
			Because I love KLM	I had to do so to win a prize	Because someone in my network is also a KLM-fan	Because I want to receive the latest KLM news	To reveal hidden content	Don't remember	Other reason	
PERSONAS	Efficient travellers	Count	15	2	0	20	2	2	11	52
		% within PERSONAS	28,8%	3,8%	0,0%	38,5%	3,8%	3,8%	21,2%	100,0%
	Comfort travellers	Count	6	1	0	5	0	2	3	17
		% within PERSONAS	35,3%	5,9%	0,0%	29,4%	0,0%	11,8%	17,6%	100,0%
	Ambitious travellers	Count	33	6	6	41	3	4	17	110
		% within PERSONAS	30,0%	5,5%	5,5%	37,3%	2,7%	3,6%	15,5%	100,0%
	Price-driven travellers	Count	56	16	4	47	3	8	18	152
		% within PERSONAS	36,8%	10,5%	2,6%	30,9%	2,0%	5,3%	11,8%	100,0%
	Pragmatic travellers	Count	47	15	3	68	2	7	13	155
		% within PERSONAS	30,3%	9,7%	1,9%	43,9%	1,3%	4,5%	8,4%	100,0%
	Care-for-me travellers	Count	27	2	1	29	1	2	6	68
		% within PERSONAS	39,7%	2,9%	1,5%	42,6%	1,5%	2,9%	8,8%	100,0%
	Hedonist travellers	Count	58	6	2	41	4	2	10	123
		% within PERSONAS	47,2%	4,9%	1,6%	33,3%	3,3%	1,6%	8,1%	100,0%
	Missing	Count	2	1	1	4	0	1	2	11
		% within PERSONAS	18,2%	9,1%	9,1%	36,4%	0,0%	9,1%	18,2%	100,0%
Total	Count		244	49	17	255	15	28	80	688
	% within PERSONAS		35,5%	7,1%	2,5%	37,1%	2,2%	4,1%	11,6%	100,0%

Do you like a 'Like'? The effect of Social Media on the KLM brand

MIE - 7 FEB
2013

Personas and the short stay (Center Parks)



Value Pyramid: Sportive Young Adults

Characteristics:

Fresh graduates

Career maker & status conscious

Visit parks for specific activity (i.e. sailing)

Active and enjoyable week away with friends, social contacts

Performance,
independence,
get to know your ability

Competition,
Space for movement,
Social contact, sports,
responsibility,
“film director” of own holiday

Ideal agency:
different choices,
little control & directions



Domain value

consequences

attributes

Where are they?: Sportive Young Adults



Top 10 Complaints

Sportive Young Adults
 "Serv.in VIP too limited"
 "More domestic appl.dishw/oven"
 "More non-smokers villa's/No pet"
 "Action Company fully booked"
 "Wrong information"
 "More non smoking area's"
 "Manual/information in cottage"
 "Longer opening hours"
 "Aqua Dome/Mundo dirty"
 "Unfriendly staff"



IKEA Family
 "Locker room in Market Dome"
 "Villa too small"
 "Too many bathers"
 "Supervision children's farm"
 "Separated rubbish"
 "Prevention of burglary"
 "More/separate shower cabins"
 "Manual/information in cottage"
 "Cycle path apart from footpath"
 "Cottage not children-friendly"



Welk persona ben je als vakantieganger?

Persona's creëren van de Yellow Cat vakantieganger

Personal stories: beelden, verhalen

Clustering: aan de hand van 'life opstelling'

Clusterprofiel: ontdekken en verrijken

Cluster persona - ontdekken

Naam cluster:

Profielkenmerken (demografisch, socio-economisch):

Drijfveren (wat zoekt deze persona?):

Mogelijke vakanties?



Verrijken: customer journey

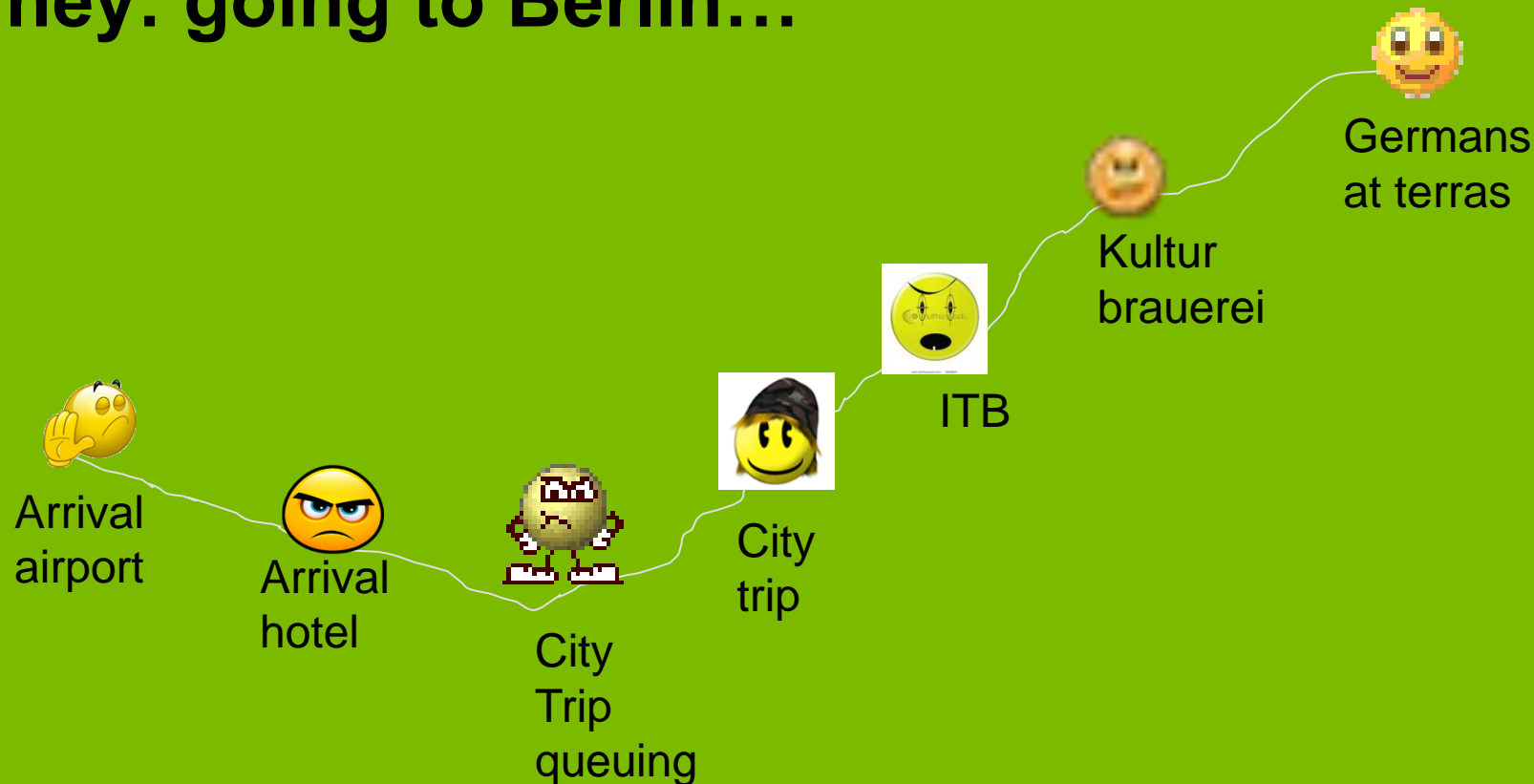
Voor

Tijdens

Na



Journey: going to Berlin...



One individual, one segment

Persona's in de eigen organisatie

Welke kansen zie je voor persona's in jouw organisatie?

Op het gebied van:

- Communicatie en sales
- Service
- Assortiment (productontwikkeling)

Welke indeling zou relevant kunnen zijn?

Business case?

Wat houdt je tegen?