


PERSONA TOOL

NUKIGA

PERSONA TOOL

PERSONA EXAMPLE



Name	Age
TESS	32

Occupation
ENTREPRENEUR

Nationality
GREENLANDIC

Marital status
-

Quote
WHY NOT?... LET'S GO FOR IT."

Key attributes
<ul style="list-style-type: none"> · CREATE MEANING AND POSITIVE CHANGE IN MY COMMUNITY. · DEVELOP A TOOL THAT IMPROVES ACCESS TO EVERYDAY SERVICES LIKE FINANCIAL SERVICES, HEALTHCARE AND EDUCATION.

What she expects of our company
<ul style="list-style-type: none"> · THAT OUR SOFTWARE IS INTUITIVE. · THAT WE ARE CONSTANTLY CREATING NEW TOOLS FOR UNDERSTANDING CUSTOMER EXPERIENCE.

Description

TESS IS AN ENTREPRENEUR AND COMMUNITY BUILDER. SHE ENJOYS EXPLORING PROBLEMS WHERE THERE IS NO EASY ANSWER. SHE DESCRIBES HERSELF AS TENACIOUS AND IMAGINATIVE.

Photos



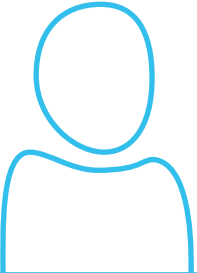
Describing your customer segment as a person will make it easier to communicate with them.

Use the persona tool to “get to know” the whole person including

his/her lifestyle, preferences, and key attributes. The clearer and more detailed a persona you create, the more nuances you have to play on when pitching.

PERSONA TOOL

Now create a persona that fits your costumer segment

	Name Age
	Occupation
Description	Nationality
	Marital status
Photos	Quote
	Key attributes
	What she expects of our company

WANT TO KNOW MORE?



If you get stuck, you are always welcome to ask questions in the community. And remember to answer other members' questions as well!

No one should do things alone! Remember to reach out. There is always someone who has had the same experience and who is ready to help.

Many people have said and written wise words about the art of pitching. If you are curious and want to dig deeper, there are links to books, TEDtalks and online resources in the [NUKIGA Library](#).



Finally, don't hesitate to contact us at academy@nukiga.dk if you have anything you want to share :)

TOGETHER WE ARE STRONGER, WISER AND RICHER!