

Personas, Problem Scenarios & Propositions

Assignment Instructions

For this assignment, you'll be developing:

- A description of your project area
- A list of personas related to your area of interest
- A persona to help you understand your target user
- Problem scenarios and alternatives pairs that describe what's valuable to these users
- A value proposition that describes what you might do for them that's better than what they have today

You can do this using the templates that follow, or you may want to start working from a complete ['Venture Design Template'](#) (this template requires use of Google Docs). In addition to the following instructions and assignment rubric, the [Personas Tutorial](#) reading, included before this, may help as a written reference.

Complete the following FIVE steps for this assignment:

1. Define Your Project Area

- a) While you're free to switch, I recommend picking a software idea you can build up through the rest of the Specialization and even refine in the Capstone. For example, you might have an idea to solve a problem (job, desire) you've had or seen, or you might want to focus on something at your current job. It's most important that the idea is relatively specific (vs. perfect) and that it's okay for you to share it with your peer reviewers.
- b) To help your peer reviewers understand the software idea you are developing, introduce your idea with the following positioning statement:

For [target customer] who [statement of the need or opportunity], the [product name] is a [product category] that [statement of key benefit – that is, compelling reason to buy]. Unlike [primary competitive alternative], our product [statement of primary differentiation].

Here's an example from our sample company, HVAC in a Hurry:

For [dispatchers and technicians] who [work at HVAC in a Hurry], [H-ify] is an [enterprise software solution] that [improves the HVAC repair and maintenance experience for both internal staff and customers]. Unlike [ad hoc solutions], our product [has been carefully formulated and validated against best practices and awesome customer experiences out in the field].

2. Brainstorm Personas

- a) Brainstorm at least 5 personas related to your area of interest. Try doing as many as you can in 5 minutes. All you need to write down is a descriptive name: [Name] the [Job title or role].

- b) Now sort them in order of priority. For example, if you could only pitch one persona the idea, which would it be? I say ‘pitch’ but I mean in a general sense: your selected persona doesn’t have to be a buyer or approver; they could just be a user who cares about the problem enough to influence others.

3. Detail a Persona

Select one persona to develop in more detail (most likely the top one from your list).

- a) Include a candid (anonymous) photo of this persona. We suggest you use Creative Commons images ([here](#) is one of many sites that helps with that) and avoid any images of children.
- b) Vividly describe this persona using specific details so that s/he feels like a real person. What’s a day in their life?
- c) Describe what this person thinks, sees, feels, and does related to the area you are interested in, using a table like the one below:

Thinks	[INSERT – In your particular area of interest, what are the key thoughts, ideas this persona has?]
Sees	[INSERT – In your particular area of interest, what are the notable observations your persona is making?]
Feels	[INSERT – Regarding your particular area of interest, how do they really feel? What underlying emotions might be driving their point of view and behavior?]
Does	[INSERT – The ‘actuals’. As applicable: What triggers activity in your area of interest? How often? For how long? How much money?]

Here’s an [example](#) from my online tutorial.

4. Develop Problem Scenario + Alternatives Pairs

Use a table like the one below to detail at least three problem scenarios and alternatives. Note: To help you avoid creating a solution that looks for a problem, focus on the problem scenario + alternative pairs before developing value propositions (Step 5).

Problem Scenarios	Current Alternatives	Value Proposition
What problems and needs does the persona have related to your area of interest?	What does the persona do right now to solve or work around this problem or meet this need?	(this one next)

Here’s an [example](#) from my online tutorial.

5. Develop Value Propositions

Now think about your value propositions! Develop a value proposition for each problem scenario.

Problem Scenarios	Current Alternatives	Value Proposition
		What will you offer that solves this problem better than the current alternative(s)?

Remember to upload your work in ONE document (PDF format), including your:

- Project description
- Brainstormed list of personas
- A detailed persona
- Problem scenarios and alternatives pairs
- Value propositions