

EXERCISE NO.1: Who is your PERSONA (as specific as possible your typical customer description)?

1. Describe this person's demographics. Age, sex, profession, family status, level of income etc.

2. What makes them happy?

3. How do they spend their free time (online or in real life)? What do they do?

4. What kind of things do they buy or use?

## EXERCISE No.2 Finding gains to your Persona's pains!

1. Think of the possible pains that your persona may experience.

2. Think of ways to solve the problem(s).

3. Think of ways to upgrade the solution(s) to turn it into a gain(s).

PAIN	NEUTRAL	GAIN