

RESOURCE 2: ARCHETYPE BUILD

Sections A, B and C should be completed for each customer segment.

A: Understand the customer segments – building your market profiles.

Demographics	Age	
	Gender	
	Ethnicity	
	Job Title	
	Employment Status	
	Family Status	
	Education Level	
	Other Data	

Psychographics	Personality	
	Attitudes	
	Affinities	
	Values	
	Interests	
	Lifestyle	

Geographic	Local/Regional/National/ International Specifics	
	Seasonal/Environmental Specifics	

Behavioural	General Needs	
	Patterns	
	Usage Rates	
	Price Sensitivity	
	Brand Preference	

RESOURCE 2 (CONT):

Sections A, B and C should be completed for each customer segment.

B: Identify contexts and mindsets.

In this activity, you will identify one or more key scenarios, relevant to your market profile who will engage with your product or service. After you have written a scenario, describe your market profile's thoughts, feelings, and actions relative to this context. Try describing these using first-person statements. This data will highlight the user's motivations and underlying emotions to help predict how they will behave in a given situation. Repeat this activity until you have identified the most likely scenarios for every profile you have noted.

Market Profile:

Scenario Descriptor:

Narrative	
Thoughts	
Feelings	
Actions	

RESOURCE 2 (CONT):

Sections A, B and C should be completed for each customer segment.

C: Build your archetype.

So now that you know who your user is and when they engage with your product or service, you can start the process of determining your user's goals, needs, pain-points, thoughts, feelings, and actions in context of those scenarios.

Narrative	
Brands	
Motivations	
Needs	
Influences	