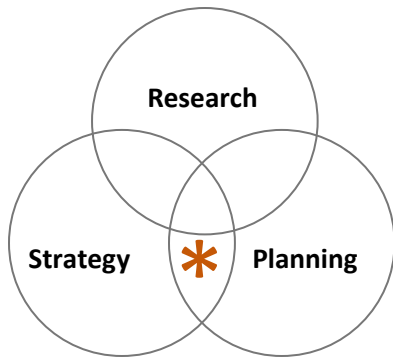


Small and Medium Business Personas

A worldwide Fortune 500 technology manufacturer sought a strategy and planning tool that would facilitate more focused product design, development, and messaging to target small and medium business users in both the United States and Asia.



Tools Used:
Personas
Strategy Consulting

Approach

W5 recommended the creation of end-user Personas to guide the client's understanding of small and medium business' IT needs, pain points, and motivations. W5 consultants conducted in-depth interviews with target users and engaged in ethnographic observation in both the United States and Asia to create the Personas.

Results

W5 developed and presented eleven small and medium business Personas to the client to support customer-centric product design, development, and messaging strategy. Personas were implemented to communicate user needs across organizational teams and refine the process of addressing specific usage scenarios for small and medium business IT adoption and implementation.