



Build an Avatar

To help you
see things from the
perspective of your stakeholders,
improve buy-in,
& achieve a better User Experience.

Build an Avatar

An Avatar is the fictional representation of your stakeholder captured as a character.

Creating an Avatar will help you see things from the perspective of your stakeholder. It improves your ability to empathise and is a good step in helping to predict; what really motivates people, how people may respond and behave, as well as whether you're on the right track so that people will engage with you and 'buy-in'

It's one of a suite of methods used to help with; User Adoption, User Experience and Value Propositioning.

Avatars are used extensively in media, advertising and marketing industries to profile and appeal to customers.

Try and make your Avatar seem like a real person. The more human your Avatar becomes the more useful it will be in shaping your thoughts and approach.

Build up a full picture of your stakeholder by answering as many of the questions below as you can - either alone, or with others.

Start by giving your Avatars a real name. This helps to build a clearer picture, helps with recall and when comparing multiple Avatars / Stakeholders.

You can add your own questions to those suggested below too.

Name

Age

Location / Based

Job Title

Their Line Manager

Responsible for

Specific Goals

Biggest Challenges

**What keeps them up at night?
(What do they really worry about most?)**

What do they really (really) want?

How will achieving what they really want, make them feel?

What effect will this have on their career / life?

Additional Insight on Home / Personal Life

What might be their personal interests?

What might be their hobbies?

What might be their views?

What might be their personal / family goals?

What brands might they like?

Having built up a picture of your Avatar, what can you now do for them?

What can we achieve for them?

On a scale of 1-10, how will this achieve what they really want?

12345678910

On a scale of 1-10, how will this make them worry less about what keeps them awake at night?

12345678910

On a scale of 1-10, how are we helping their career / life?

12345678910

What key messages come to mind?

What insight does this provide for you and your team when it comes to ...

Culture. What elements of your culture appeal to this person? (Think of behaviours, values, 'artefacts'?)

Value. What might be your Value Proposition?

You can try this format, if it helps:

Our

helps

**to
(or do)**

by

and

visit:
projectleader.net

mail:
hello@ projectleader.net

Scan this code and
book a time that suits
you.
It'll take 2 mins.
It's that easy.



PROJECT LEADER