

Customer Persona and Journey with AI





Customer Persona and Journey

- Introduction video
 - Video: How well do you understand your customers?
 - Podcast: Crafting Your Ideal Customer Persona
 - Prompt exercises
 - Further reading
-
- This study pack takes about 1-2 hours to complete depending on how many prompt exercises you'll try.



Watch the introduction video!



This video is created with HeyGen.



Watch the video on creating customer personas





Listen to the podcast:

[Crafting your ideal
customer persona](#)

This podcast is created with Notebook LM.

Hands-on prompting exercises 1/2

Prep: Start with raw customer data, such as feedback and analytics data. Remember to anonymize it if necessary.

1. Raw Feedback → Persona Creation

- **Prompt:** “Here are 40 anonymous customer feedback comments about our new app’s onboarding experience. Generate three distinct personas—each with name, age range, occupation, goals, frustrations, and a short personal quote.”
- **Goal:** Turn unstructured comments into clear, humanized customer archetypes.

2. Persona Refinement from Demographics

- **Prompt:** “Given this basic persona draft (Name: Alex; Age: 28–35; Young professional; Goal: Save time; Frustration: Too many manual steps), expand to include: preferred channels, tech comfort level, decision-making style, and two hypothetical objections.”
- **Goal:** Learn to deepen and enrich a skeleton persona with contextual details.



Hands-on prompting exercises 2/2

3. Persona-Driven Journey Map

- **Prompt:** “For persona ‘Emily, The Busy Executive’ (demographics, goals, frustrations provided), map a five-stage customer journey from Awareness to Loyalty. For each stage, list: touchpoint, customer thought (‘I need...’), pain point, desired emotion, and one AI-enabled solution idea.”
- **Goal:** Structure a journey map that ties every step back to persona needs and emotions.

4. Emotion & Opportunity Overlay

- **Prompt:** “Here’s the raw journey map for ‘Jake, The Budget Shopper’ (5 stages with touchpoints). Add two columns: ‘Emotion’ (e.g., frustrated, delighted) and ‘Opportunity’ (one AI-driven prompt or feature to improve that stage).”
- **Goal:** Augmenting an existing map with emotional insights and actionable AI enhancements.

5. Journey Improvement Prioritization

- **Prompt:** “Here’s a completed journey map for ‘Mia, The Tech Novice.’ Identify the top three most critical pain points (based on likely friction/impact) and for each suggest an AI-powered feature or workflow to alleviate it.”
- **Goal:** Learn to prioritize journey fixes and ideate the most effective AI solutions.



Further reading

- **How I'm using AI to streamline persona and journey map creation**
<https://uxdesign.cc/using-ai-to-streamline-persona-and-journey-map-creation-37fa859dafb0>
- **Synthetic Users: If, When, and How to Use AI-Generated “Research”**
<https://www.nngroup.com/articles/synthetic-users/>
- **7 Persona Examples for Modeling Your Ideal Customer**
<https://www.hubspot.com/make-my-persona/persona-examples>
- **AI as a UX Assistant**
<https://www.nngroup.com/articles/ai-roles-ux/>
- **Know Your Customers Better: How GenAI Can Drive Europe's SaaS Marketing**
<https://www.entrepreneur.com/eu/growing-a-business/know-your-customers-better-how-genai-can-drive-europes/483338>



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**Upskilling Immigrants for
Business Planning and Entrepreneurship
using AI Technologies**

