



Understanding Your Audience

Why?

Know our users.

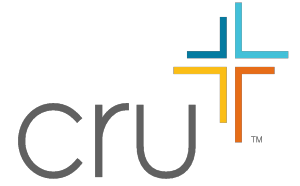
Empathize with users.

Serve our users.



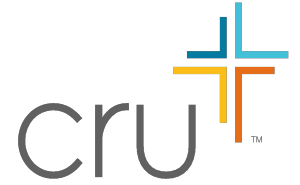


1 Corinthians 9:19-23



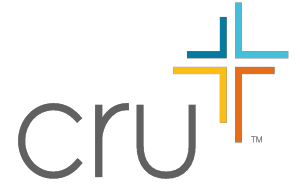
For though I am free from all, I have made myself a servant to all, that I might win more of them. To the Jews I became as a Jew, in order to win Jews. To those under the law I became as one under the law (though not being myself under the law) that I might win those under the law. To those outside the law I became as one outside the law (not being outside the law of God but under the law of Christ) that I might win those outside the law. To the weak I became weak, that I might win the weak. I have become all things to all people, that by all means I might save some. I do it all for the sake of the gospel, that I may share with them in its blessings.

Key Questions



1. **Why** do we exist? What **goals** do we have?
2. **Who** are our existing **users**? Who are we trying to reach?
3. **How** will we meet our **goals**? How will we meet our users' **needs**?
4. **What content/offer** will we create or provide for our users?
5. **Where** will we **meet** our users and **interact** with them?

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1. Identify existing audiences. Evaluate current data.

Audit
Analytics





2. Fill in gaps in knowledge. Understand new audiences.

Market Research

Industry Reports

Market Data

Partner Analysis



2. Fill in gaps in knowledge. Understand new audiences.

Market Research

- Google Trends
- Socialmention.com
- Social-searcher.com
- Answerthepublic.com
- Pew Research
- Barna Research



2. Fill in gaps in knowledge. Understand new audiences.

User Research

Personal Interviews

Surveys

Analytics & Experiments

Monitor Social Media



**3. Summarize
understanding by
creating personas.**



Personas

A **persona** is a profile based on data that represents a group of users that have similar goals, pains, needs, and behaviors.

Personas help us *know, love, and serve* our users.

Personas help us *focus our efforts* on meeting our goals and the needs of our users.



3. Summarize understanding by creating personas.

- a. Research-Based Persona
- b. Assumptive Persona

**4. Identify
components that need
more info.
Update over time.**





Persona Examples

Behati

Ethiopian
Late 20s



***“I want to reach others,
but I don’t know where to start.”***

Characteristics

- Clicked on an ad: “Share my faith” on mobile phone
- Open to learning
- No trainer or discipler
- Knows other Christians

Goals

1. Learn to share faith.
2. Touch one life.
3. Give expression to what she already believes.

Pain Points

- Doesn’t know how to initiate conversation, share gospel, or bring to decision
- Lacks confidence
- No previous/ongoing training or equipping



Casey

MODEL/IMPACT
(from doing)

"I live to make Christ known -
Come with me!"

Goals

- Help people to "get it"
- Impact a lot of people
- Help disciples to live missionally
- See how disciples are growing
- Act more in the Spirit
- Never miss an opportunity
- Encourage others
- Lead others to Christ

Pains

- Too many responsibilities
- Disciples not working / buying in / motivated
- Is what I'm doing working?
- Hard to break down "living missionally" to train
- Not enough time to live missionally myself

Characteristics

- Living missionally in own life
- Modeling/reproducing others
- Inspires others
- Balancing pairing into Christians vs. non-Christians
- Many ministry responsibilities

Characteristic

aligned, equipped

Pharis Babbar Chaudhri Freija

30
Mentor
in
Leads

greek
campus staff

came to Christ in college
winning Bible studies for leaders

PD How
check

Goals

I want my team members to be involved in our TPD process.

Fund Devs want historic giving to guide next steps

Users want to make informed decisions

We want to have a Plan to guide our efforts

I want my system to simply support my processes.

We want to work towards a known, measurable goal.

I want to celebrate my MPD/TPD steps of faith

I want to improve my plan/approach over time so the next one is more successful!

I want to have freedom to execute my terms/commitments depending on money from above.

I don't want to be constrained by the lack of funds coming from above.

I want my partners' involvement to move beyond giving.

I want to have the resources to do effective (non) ministry.

creation
variation

PAINS

I need minimal barriers to receive the data I need.

FDs don't want to give the impression that CU is unorganized

FDs don't want to scare away donors by repeat asking.

unteers
existing
TPD

I don't have as much time as I need to do TPD

Tasks/Behaviors

all the data

I ~~may~~ have a ~~strategy~~ TPD strategy.

I Have been trained in the how & why of TPD

TPD is a relational effort, not a group of individuals working their own things.

Owns the vision of why TPD?

Value the outcome of the TPD process

Willing

more
to
log
task

Desire
History in
MPDX

strategy
Planning

Beth

Desiring → Doing

*“I want to reach others,
but I don’t know where to start.”*

Goals

1. I want to help others experience God the way I have.
2. I want to learn to share my faith.
3. I want to learn to disciple someone.
4. I want to touch just *one* life!

Challenges / Pains

1. I don’t know how to share my faith or disciple.
2. I’ll never be an expert like Casey.
3. I’m afraid of doing it wrong or alienating people in the process.
4. I don’t know how to deepen my relationship with my uninterested and antagonistic friends.
5. I’m afraid of having to do everything by myself.

Group K - Follower, No Benefit

List of Values

- Relationship
- Having impact
- Instruction
- Encouragement
- Seeing Progress

Building & Losing Trust

- Offer and affirm simple steps of faith
- Model for them
- Suggest, don’t demand
- Don’t minimize difficulties
- Help overcome obstacles
- Acknowledge setbacks
- Provide extra help
- Facilitate a process (but don’t reinforce process as *the* answer)

Sub-Groups

- A. College student, 18-24, M/F, Follower
- B. Young Professional, 22-34, M/F, Follower
- C. Professional, no kids, 35-45, M/F, Follower
- D. Young Family, 25-40, M/F, Follower
- E. Median Family, 35-50, M/F, Follower



I am a Christian who feels God stirring up a desire in me to share my faith with my friends. I need training and help to know where to start so that I can help my friends experience God the way I do.

- Does not know what “living missionally” is
- Understands the Great Commission and that she has a part in it.
- The Holy Spirit is at work in her life.
- Has had a discipler, role model, or someone who has influenced her.
- Thinks she needs to learn a process or skill set, but we think she needs a change of perspective and someone to model
- Needs to connect spiritual with everyday life



Building an Assumptive Persona

10 minutes

Your turn!

Work as a team to **select one audience group** to create **one** persona.

Audience Descriptor: _____

Scale of Belief: ____guide_____

Level of Benefit: ____moderate_____

Audience Group Label: ____H_____

Business Goal for the audience: _____

Exercise - 10 minutes

Goals

What is your user trying to accomplish?

Write statements from their perspective:

“I want...”

“I hope...”

“I desire...”

Exercise - 10 minutes

Challenges / Pains

What challenges does your user face?

What pain points does your user experience on a regular basis?

Write statements from their perspective:

“I need...”

“It frustrates me when...”

“I lack...”

10 Minutes

Put it all together

Fill out the Persona Template based on research, educated assumptions, and real experiences.

Name

Important Demographics/Characteristics

“Personal quote”

Essence of the persona

What would help us empathize immediately?

Goals

1. *I want...*
2. *I hope...*
3. *I desire...*
- 4.
- 5.

Challenges / Pains

1. *I need...*
2. *It frustrates me when...*
3. *I lack...*
- 4.
- 5.

List of Values

- *What do they care about at their core?*
- *I.e. legacy, impact, stewardship, security, etc.*
-
-
-

Building & Losing Trust

- *How do we build trust with him/her?*
- *How would we lose trust with him/her?*

Content Consumption

- *Types*
- *Channels*
- *Time of day*
- *Devices*

Other:

Any other category that would be helpful for you to explain or differentiate your persona



Characteristics / Personal Description

Behaviors, task, and characteristics that can help describe and differentiate them. Any personal information that is pertinent to the persona AND business goals.

Audience Group:

“

Name: _____

Important

demographics

”

Goals

Challenges / Pains

Image

List of Values

Building & Losing Trust

Content Consumption

Characteristics / Personal Description

Other:

Ready to use!

1. Identify **assumptions** that need to be validated or invalidated.
Highlight in **gold**.
2. Update regularly, as you learn.
3. *Fall in love with your persona!*



The End