

Oracle Commerce Cloud Consulting Personas Creation



Knowing who your online customer really is, and understanding their goals and their concerns, is a vital part of defining successful digital commerce strategies. Creating shopper personas generates a meaningful, relatable snapshot of your key customer groups and expands your understanding of your visitors, making it easier to meet expectations and convert visitors to customers. Answer questions such as: What key information do your shoppers care about when making a purchase decision? How well do your current options for pickup and delivery meet their needs? This service can help you **establish a deeper understanding of your current or target customers, validate your design decisions, identify informational and functional gaps and generate new ideas of how to exceed your customers' expectations that leapfrog your competition.**

WHAT IS PERSONAS CREATION?

Oracle's User Experience consultants create customer persona narratives that describe the skills, attitudes, environment, goals, and overall behavior patterns of a retailer's current and prospective customers. Personas are crafted based on a combination of web analytics, existing customer segment definitions, and customer interviews. They can include hypothetical descriptions of a physical world setting, expectations, thoughts, actions, back-end processes and customer interface elements.

Each interview session has specific goals and is facilitated by user experience consultants who conduct the interviews, take notes, and assess the respondents' responses and reactions. Upon analyzing all interview findings, the interview responses are combined around natural groupings to form personas that are documented and presented to you.

WHAT IS THE VALUE OF PERSONAS?

By documenting a multi-dimensional snapshot of key audience groups, retailers can consider the impact of changes to their commerce experience from the perspective of each group of customers, as represented by their persona. The personas, based on the sentiments and behavior of their targeted customers, can become a reference point for a retailer to help build a more customer-centric business.

ENGAGE THE EXPERTS

Our Commerce User Experience team is seasoned and specialized in the online commerce sector. We keep our finger on the pulse of how consumer expectations are changing to make sure we can make the best recommendations of how to get your customers to do what you need them to do to meet your business goals.

- Graduate-level training in human-computer interaction, cognitive science and design
- Commerce specialists that understand the challenges of the online retailer and what consumers are expecting from online experiences
- Omnichannel experts who understand retailing end-to-end and can help you achieve your omnichannel goals
- Experienced across Business to Business (B2B) and Business to Consumer (B2C) verticals

Our experienced researchers and moderators design personas that can:

- Discover gaps in functionality where your site is not meeting customers' expectations
- Uncover assumptions and mental models of users that they are unable to articulate clearly
- Support you in making informed decisions about your site, with your customers' goals in mind

WHAT DOES PERSONA CREATION LOOK LIKE?

Our process is comprised of the following steps, designed to get meaningful, actionable results:

PREPARATION

- Identify the right people to sign up as participants to inform the personas. This foundational step is critical to getting quality insights from your interviews.
- Select topics for the interviews. Typical areas include: lifestyle choices, relationships, community activity, income, education level, omnichannel shopping patterns, average disposable income, brand awareness, marital/family situation, specific website concerns, product focus, and value concerns.
- Create an interview script outlining key questions and activities to be conducted during each interview session, designed to avoid bias in question phrasing and data collection.

INTERVIEWS & DATA COLLECTION

- Up to 16 participants are scheduled for interview sessions in 2 hour increments with a short break for debriefing in between each participant. Interviews may occur over 2-3 days.
- Interviews can take place in the participant's home or office, in Oracle offices or an external facility. In all cases you'll be able to observe the session and interact with the interviewer.
- Each participant is interviewed by our trained moderators through the topics and activities defined in the Interview Script.

ANALYSIS & PERSONA CREATION

- Review interview observations and analyze findings, consolidating individual interview responses into composite persona groupings
- Prepare up to 4 personas that depict and describe topics such as:
 - A photo to represent the persona
 - Persona preferences, pet peeves and brand affinities
 - Lifestyle and family profile descriptions
 - Omnichannel shopping patterns

GETTING STARTED

Leverage Oracle's methods, tools, and extensive experience across diverse commerce sectors and geographies. Working with Oracle's Retail Professional Services allows us to provide you with a unified conduit to commerce experts in Development, Support, and Global Delivery, having the entire Oracle team behind your success. To learn more, contact your local Oracle Sales or Consulting representative.

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Integrated Cloud Applications & Platform Services

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