

Personas/User Profiles

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

Personas/User Profiles

Time: 20-40 min

Group Size: 2-5

Why and When to Use This Exercise

The goal of creating personas is to specify a concrete type of customer for the team and to keep them in mind at all times while building a solution.

This exercise should follow empathy mapping to synthesize research findings into a tangible target audience for the blockchain project.

Personas/Profiles

Quickstart Guide

Time: 20-40 min Group Size: 2-5

Materials: Template, Pens, Photos

Why?
To learn more about the user, and what possible solutions could look like.

1. Use the template to give your persona a name, age, and background, incl. hobbies, etc.
2. Define their core tasks and use cases.
3. Identify their biggest frustrations (pains) and desired benefits (gains).
4. Add a sketch or photos to make them come to life.
5. Think about trends and influencers. Who affects the persona?

Name of Persona		
Description	Moodboard/Sketch	Jobs to Be Done <i>Which tasks are supported by the product?</i>
Influencers <i>Who strongly affects the user?</i>		Problems/Pains <i>What are the difficulties and frustrations?</i>
Trends <i>What are the driving forces and trends (now and in the future)?</i>	Use Cases/Application Scenario <i>Always describe in context of the problem</i>	Gains <i>What makes the user happy?</i>

CARDANO VENTURE HUB

Workshop Name | [Month] [Year]

Adapted from dh-toolbook.com/tools

Materials You Need

- ❑ **Pens:** Write down the broad and specific observations and characteristics of your target persona. For an extra layer of detail and fun, use colored pens to draw a detailed sketch!
- ❑ **Template** in A0/A4: Small versions of this template can be used in interviews to capture data, but aggregate your findings as a team on a large printout.
- ❑ **Photos:** Visuals will help everyone put themselves in the shoes of your users. Have photos? Add them to the template! You can also print out pictures of objects and tools your user might leverage as part of solving their challenge.

Best Practices

- ❑ **Move Beyond Generic Demographics:** Avoid creating a "standard" user; focus on the specific psychological drivers and professional anxieties that make the persona uniquely affected by the project's core problem.
- ❑ **Give enough context:** When creating personas, more context is better. Add details such as family situation, hobbies and interests, living environment; anything that makes the persona come to life.
- ❑ **Differentiate Jobs from Routine Tasks:** Focus the "Jobs to Be Done" section on the higher-level progress the user is trying to make, ensuring the solution remains relevant even if the underlying technology changes.
- ❑ **Treat the Persona as a Living Hypothesis:** Use these profiles to challenge team biases throughout the workshop; be prepared to refine the persona as real field data from the AEIOU or 5W+H exercises comes in.

Personas/User Profiles

Time: 20-40 min

Group Size: 2-5

1. Use the template to give your persona a name, age, and background, incl. hobbies, etc.

Name of Persona: Maya Lin		
Description 34 years old, Chicago, IL. Senior Product Designer at a digital payments startup with over 8 x/UI experience. Originally from a traditional fintech background, recently made the strategic shift to early-stage and decentralized finance (DeFi) products. Lives in a downtown apartment with her partner and a rdog named 'Sprocket'. Avid indoor bouldering enthusiast and specialty coffee connoisseur (makes her own cold brew). Trends <i>What are the driving forces and trends (now and in the future)?</i> Highly active in the local design community, hosting monthly UX meetups, and constantly following emerging blockchain trends.	Moodboard/Sketch Influencers <i>Who strongly affects the user?</i>	Jobs to Be Done <i>Which tasks are supported by the product?</i> Problems/Pains <i>What are the difficulties and frustrations?</i> Gains <i>What makes the user happy?</i>
	Use Cases/Application Scenario <i>Always describe in context of the problem</i>	

Personas/User Profiles

Time: 20-40 min

Group Size: 2-5

2. Define their core tasks and use cases.

Name of

Persona: **Maya Lin**



Description

34 years old, Chicago, IL.
Senior Product Designer at
a digital payments startup
with over 8 x/UI experience.

Originally from a traditional
fintech background, recently
made the strategic shift to
early-stage and decentralized
finance (DeFi) products.

Lives in a downtown
apartment with her partner
and a rdog named 'Sprocket'.
Avid indoor bouldering
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Trends

*What are the driving forces and
trends (now and in the future)?*

Highly active in the local
design community, hosting
monthly UX meetups, and
constantly following
emerging blockchain trends.

Moodboard/Sketch

Influencers

Who strongly affects the user?

Connect multiple non-custodial wallets to a
unified dashboard to track DeFi yields and
asset performance.

Use Cases/Application Scenario

Always describe in context of the problem

Review DAO proposals, participate in governance
voting, and view on-chain voting history.
Utilize an on-chain analytics platform to
analyze user flows of competitor dApps for
market research.
Set up automated dApp transaction alerts for
specific pool changes or governance actions.

Jobs to Be Done

*Which tasks are supported
by the product?*

- Transition into a leadership role within a Web3 design studio.
- Simplify and secure personal crypto portfolio management.
- Continuously discover and adopt new DeFi protocols.
- Stay on the cutting edge of Web3 design standards.

Problems/Pains

*What are the difficulties
and frustrations?*

Gains

What makes the user happy?

Workshop:

Date:

Adapted from facebook.com/foots



3. Identify their biggest frustrations (pains) and desired benefits (gains).

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Problems/Pains

What are the difficulties and frustrations?

- Complex onboarding (gas fees, seed phrases) is a primary hurdle.
- Maintaining design consistency across fragmented multi-chain ecosystems.
- Constantly evolving security risks and fear of design oversights.
- High market volatility makes user research challenging.
- Balancing regulatory compliance with decentralized principles

Gains

What makes the user happy?

- Creating highly intuitive, one-click experiences that abstract complexity.
- Seeing significantly reduced user drop-off in critical DeFi flows.
- Building products that foster deeper user trust and adoption.
- Developing cross-chain tools that feel seamless to the user.
- The intellectual challenge of solving unique Web3 design problems

Personas/User Profiles

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4. Add a sketch or photos to make them come to life.

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Persona: **Maya Lin**

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5. Think about trends and influencers. Who affects the persona?

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Trends
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Moodboard/Sketch



Influencers

Who strongly affects the user?

Other Senior Designers

(e.g., Design leads at competitor dApps, open-source UI/UX pattern creators)

Connect multiple non-unified dashboard to asset performance

Use Cases

Always describe

Review DA

voting, and

Utilize an c

analyze use

market rese

Set up automated dApp transaction alerts for

specific pool changes or governance actions.

Web3 Protocol Founders

(e.g., Innovators of new DeFi primitives, Ethereum/L2 core developers)

Community Educators

(e.g., The Bankless podcast team, 162 crypto insights, DAO governance figures)

Scenario

m in governance

story.

orm to

Apps for

Jobs to Be Done

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Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [***The Design Thinking Playbook & Toolbox***](#) (Lewrick, Link, Leifer)
- [***IBM's Enterprise Design Thinking Toolkit***](#)
- [***Collaboration by Design***](#) (Coullomb, Collingwood-Boots)
- [***Tools from the Stanford d.school***](#)
- [***The Lean Startup***](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please **visit cardanofoundation.org or write to venturehub@cardanofoundation.org.**