

The WINS Matrix is helpful when comparing the needs of multiple customer personas. This analysis allows the team to identify the potential high impact areas that are shared across the multiple customer personas. This exercise is completed after the team has created their personas and How Might We Statements, and before brainstorming solutions.

## Steps to complete:

- List Personas** – List your customer personas along the left column of the matrix.
- Affinitize How Might We Statements** - Combine the multiple How Might We Statements using an Affinity Diagram to identify key themes.
- List HMW Key Themes** – List the HMW key themes across the top row of the matrix.
- Identify Relationships** – Analyze the relationship between the persona and the HMW to determine fit. There can be no fit, weak, intermediate, or strong.
- Prioritize** – Based on your analysis, select a target focus area, which will be used to generate a list of solutions.

	HMW#1	HMW#2	HMW#3	HMW#4	HMW#5	HMW#6
Persona #1	●		●			
Persona #2		●	●			
Persona #3					●	●
Persona #4			●		●	
Persona #5			●	●	●	●

### Legend:

No - 0 HMW (leave blank)

● Weak - 1 HMW

● Intermediate - 2 HMW

● Strong - 3 or more HMW