

Jalapeno How To - Create a Stakeholder and Segment

Where do I find stakeholders and segments in Jalapeno?

Stakeholders and Segments can be found within the Customer Definition pathway in the Architecture module of Jalapeno.

Where can I view my existing stakeholders and segments?

The existing Segments under a Stakeholder can be viewed in the "View" tab by selecting a Stakeholder from the tree. The View displays the name of the Segment, the Segment Constraints and the Persona that represents the Segment

How do I create a stakeholder?

Navigate to the 'Model' tab and highlight the intended parent in the tree for the new stakeholder. Select the [Add Stakeholder](#) button, fill in the name, an optional description and click save. Link Identities and/or Parties if relevant.

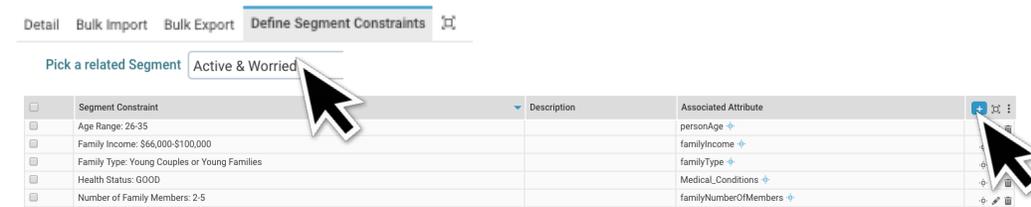
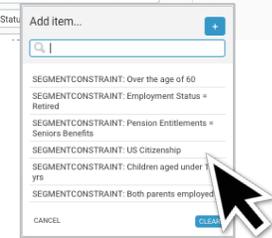
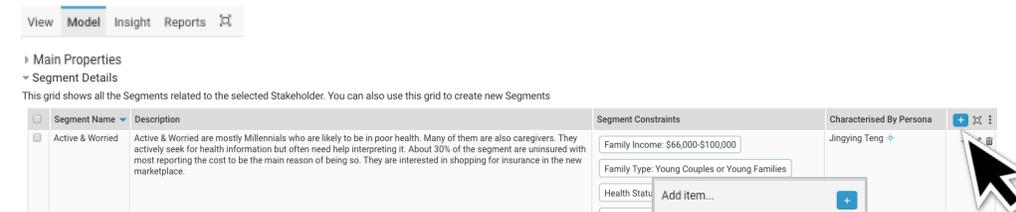
How do I create a segment?

Select the created Stakeholder in the tree and navigate to the "Model" tab. Add Segments and their descriptions for the selected Stakeholder using the grid shown under the "Segment Details" heading.

How do I add additional dimensions to each segment?

Select the created Stakeholder in the tree and navigate to the "Model" tab. Click on the "Detail" tab. The grid shown under the "Segment Details" heading shows the segments defined against the selected stakeholder. Add Segment Constraints for a chosen Segment by double-clicking on the segment (row) and adding items in the Segment Constraints column.

Optionally, the attributes from the linked Identity and Party may also be linked to the constraints. This can be done using the grid shown under the "Model" tab, then the "Define Segment Constraints" tab. In the grid, use the column "Associated Attribute" to associate specific attributes to the segment constraints.



Jalapeno How To - Create a Persona

Where do I find persona in Jalapeno?

The Persona page is the second step of the Customer Definition Pathway under the Architecture Module in Jalapeno.

Where can I view my existing personas?

Existing personas can be viewed under the “Tree View” tab or the “Grid View” tab. Under the “Tree View” tab, first select a Persona from the tree. The view, in the “Summary” sub-tab, displays the name and image of the Persona and any additional attributes the Persona may have. Under the “Grid View” tab, detail for all modelled personas are shown in a single grid.

How do I create a persona?

Navigate to the ‘Model’ tab and highlight the intended parent in the tree for the new journey. Select the “Add Persona” button, fill in the name, an optional description and click save.

How can I link my persona to an existing stakeholder and segment?

Select the created Persona in the tree and go to the “Model” tab. Specify which Segment the Persona represents. Upload an image of the persona. Add other details for the persona.

Note: The attributes for Persona needs to be pre-configured to be able to model here.

How do I add additional dimensions to each persona?

Navigate to the “Configure Attributes” tab. Use the  button in the “Create new Attributes” grid to add new attributes. You can also specify the type and data type of the attribute.

