PERSONAS
Preparation & Instructions

Description

Personas represent typical users and their goals. Personas can be defined by dimensions that characterize and distinguish customer segments from one another. Persona dimensions are selected to inform the product or service experience under exploration. To this end, they may include demographic information, attitudinal information (key drivers, triggers, or motivations), behavioral information (habits and practices, barriers, experiences sought, needs and desires), and information about desired outcomes or associated trends.

Analyse the types of potential users and organise them according to sets of shared attributes to define personas. It can be helpful to think of a persona as a personality type. A limited number of such personas should be created and considered as representing the target users for the project. This range of selected personas frames the opportunity space so that innovation teams can focus on them for building concepts. Concepts are built to address the needs of these personas and to fit with their context. In order to accurately create personas, without merely wishful thinking, it is important to rely on in-depth qualitative (and quantitative) research.

How to conduct

Duration: 45 - 60 min

Resources:
- Initial context analysis
- Understanding of actors and user groups

Material: Pens, post-its

Participants per team: 3-8

Instructions:
1. Generate a list of potential users.
   This should be based on your insights, design principles, Value Hypothesis, findings from ethnographic research, or results from other methods like Semantic Profile and User Groups Definition.
2. Generate a list of user attributes.
   These attributes may be demographic (age, gender, employment, or home ownership), psychographic (values, attitudes, interests, or lifestyles), or behavioral (motivations, intelligence, or emotions).
3. Define a finite number (three to ten) of user types.
   Cluster users based on the common attributes they have. If you don't already have a sense of what attributes are shared by different types of users you could use an Asymmetric Clustering Matrix to find groupings. Label these clusters; they represent user types. Aim at having a manageable number of user types (three to ten) to build focus and more effective communication.
4. Create personas around user types.
   For each user type, create a specific persona, a specific character. Create this persona as a combination of attributes defined earlier. Personas should be true to the findings of research and easy to empathize, give them descriptive and memorable titles. For example: Jane, the city gardener, 28 years old, lawyer, art enthusiast, and so on. Complement the persona profiles with quotes and anecdotes when possible.
5. Share the different personas created by the teams to drive concept exploration.

PERSONAS
Template

PICTURE

NAME

AGE

BEHAVIOUR

JOB TITLE

NEEDS

DIFFICULTIES & FRUSTRATIONS

CITATION

"

"

KEYWORDS

SOCIAL INNOVATION TOOLKIT

NET ZERO CITIES