Persona

What is it used for?

Personas are fictional characters, which are created based upon brainstorming and research in order to represent different user types. Creating a persona is also distilling the outcome of research, interviews, observation, assumptions …

By creating different personas, you are able to characterize specific needs, circumstances, joys, fears, challenges, desires and passions of users within a target group or across user groups.

A visualization of a persona can be /consist of:

- Drawings and (parts of / collage of) photos
- Text
- A spreadsheet or grid, filled with data
- Visualizations, that represent typical places of living, working, leisure time …

Possible content of the visualization:

Data of the persona like …

- Age, gender, marital status, children
- Education & occupation (glimpses in a curriculum vitae)
- Places of living, working, leisure time, following convictions

Personal information like …

- Skills
- Characteristics and lifestyle
- More detailed biographical information
- Attitudes, conceptions, bias, values …
- Health status

Related to "How might we ..." questions:

- Which obstacles does persona experience (including the history of that)?
- Need, goals and motivations
- A typical day in the life of the persona (through his*her perception)
  - Habits, patterns of using tools / services / products ...
- Questions (FAQ) a persona would ask, related to the topic
- Based on results e. g. of a context map: Relationship (patterns) of a persona, people / institutions that could influence the mindset of a persona

Expressions

Examples of typical thoughts or quotes: They can be a remix of interviews or results of observations. And they can consist of statements, the person(s) who work on the persona had heard often.

A picture

As it is no real person this is a drawing and/or a collage of different pictures.

Empathy map

A possible alternative or also a starting point for creating a persona:

Using Categories like say / hear, do, think, feel (pains and gains) and brainstorming keywords and quotes related to them.