I want to
know the people I'm
working with
by visualising their
key characteristics.

▽

PERSONAS

INSPIRED BY
Business Design Toolkit (2010) Personas.

LEVEL OF INVOLVEMENT

REQUIRES SOME DIALOGUE with colleagues/peers.
Plan for some time to interact and fill out in
collaboration over a day maybe.

What is it & why should I do it?

Personas are portraits of fictional but realistic individuals that are used as a common reference point to communicate particular groups in your intended audience. Personas are created by drawing together the characteristics of similar people - their behaviours, motivations and the like - into one 'archetype' through which the group can be understood. By creating a fictional character to embody these characteristics, you don't lose the little details that make someone the person they are. In this way, Personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.

Developing successful Personas is all about knowing what to put in, and what to leave out. They're often developed from a range of different sources, each of which might contain huge amounts of detail. The trick is to recognise the common characteristics that could form the basis of a Persona, and what selection of personal details to include in order to bring this 'to life'. Doing this right can be hugely beneficial as it lets you brainstorm ideas and test potential solutions from their perspective. Often its handy to create a number of Personas so that you can focus on the key characteristics of each subgroup of your intended audience.

? HOW TO USE IT

Personas represent different target subgroups that an organisation wants to reach out for. Being aware of the different preferences, routines and motivations that these different Personas have, can help you to customise your products and services to these specific subgroups.

Use the worksheet to compile a portrait of a typical person that could represent one of the Personas your organisation is targeting. Try to make the Persona as close to a typical person as possible by adding a name and a picture and descriptions of interests, skills and motivations.

Feel free to add any other details that are relevant to your situation and in relation to this Persona.

ADD PICTURE OR DRAWING	WHO AM I?	3 REASONS FOR ME TO ENGAGE WITH YOU	3 REASONS FOR ME NOT TO ENGAGE WITH YOU
		1.	1.
		2.	2.
PERSONA NAME:		3.	3.
CUSTOMER SEGMENT:			

MY INTERESTS	MY PERSONALITY	MY SKILLS	MY DREAMS	MY SOCIAL ENVIRONMENT

DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES
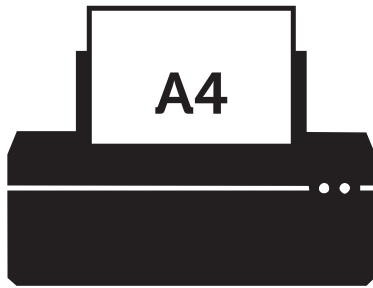
1 Download the PDF file and print it in a normal A4 printer.
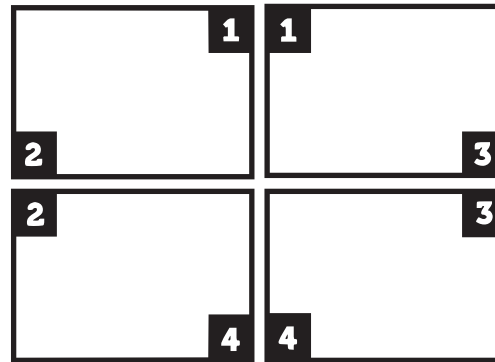
2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.

3 Join the aligned prints with cellotape or tacks and get started!
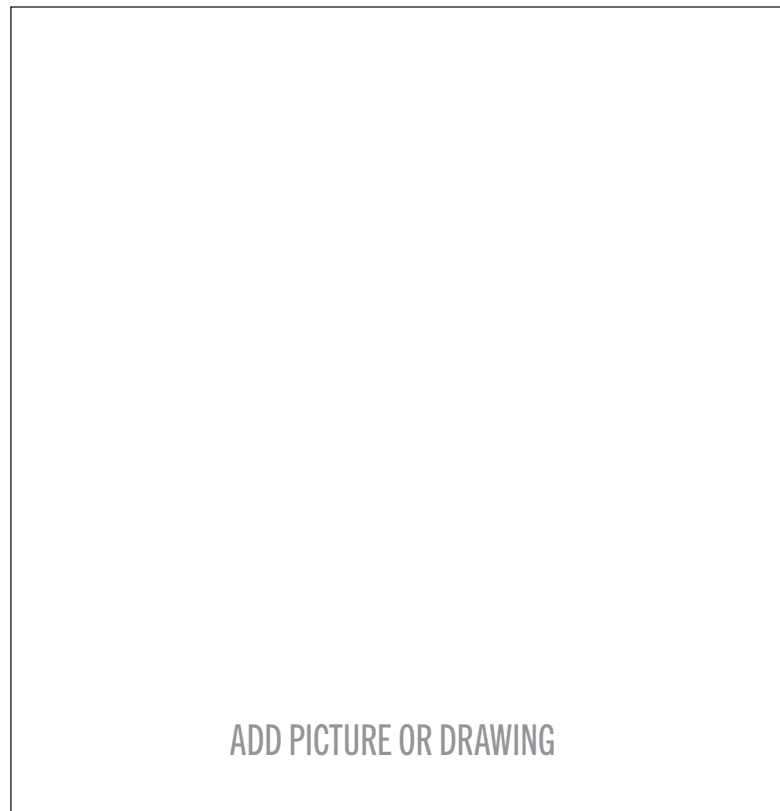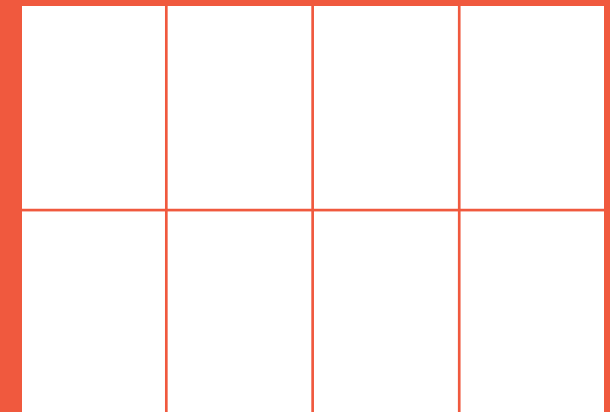
SIZE AND ORIENTATION GUIDE

A1

A2

A3

I want to know the people I'm working with
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ADD PICTURE OR DRAWING

PERSONA NAME:

WHO AM I?

**3 REASONS FOR
WITH YOU**

1.

2.

3.

AUDIENCE SEGMENT:

MY INTERESTS

MY PERSONALITY

MY SKILLS

PERSONAS

ME TO ENGAGE

3 REASONS FOR ME NOT TO ENGAGE WITH YOU

1.

2.

3.

MY DREAMS

MY SOCIAL ENVIRONMENT