

Persona Profile

Workshop ~ 60 min

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Persona Profile

- An informed summary of the mindset, needs, and goals typically held by **key stakeholders**
- Persona Profiles: fictional characterizations drawn from **real research data**. They are not preconceived stereotypes; they are archetypes borne of careful study.

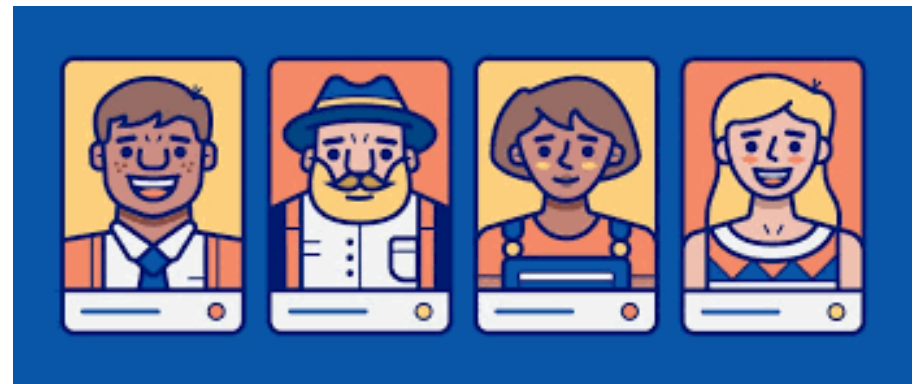


Overview / Why use the method?

- **Problem:** Decisions are too often based on the personal preferences and presumptions of managers of the stakeholders/end users / target groups.
- The method allows us to look closer at the interest /needs of the people we are serving. A good set of personas will guide you to think about the recipients of your ideas at every stage of project development.
- Personas can serve as a powerful way to make your data meaningful.
- Putting a face to your findings, makes your insights visible and memorable.
- Good Persona Profiles combine illustrations, descriptive text, and a photo portrait. They can help your team remember and discuss the people for whom you are designing.

Personas around Ocean Literacy in a Biosphere Reserve or Protected Area

- a) A primary school teacher
- b) Tourism related professional (e.g. diver or boat owner)
- c) Primary sector professional (e.g. fisherman, farmer)
- d) Eco-tourist, visits the area with purpose
- e) By-stander visitor
- f) Etc.



INSTRUCTIONS – Group work 20 minutes

Each group focuses on a different Persona (e.g. Primary school teacher)

Write what you know about him/her. NOT what you assume. AVOID inventing details & demographics

Description: experience, interests (e.g. class size, school projects, Inquiry based learning, outdoor activities...)

Attitudes / Needs (in life and in work? What's essential? What is missing?)

Goals (what does the P want in her world? For her students? In her career?)

Summarise the persona's mindset with a memorable quote!

Persona Profile

NAME:

PORTRAIT:

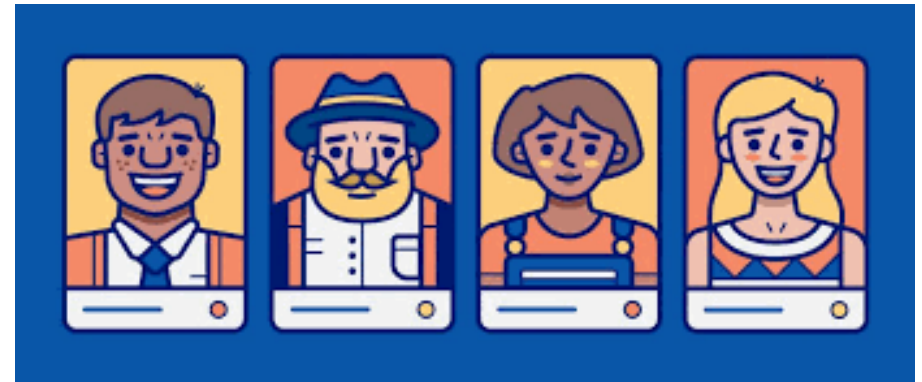
GENERAL DESCRIPTION:

ATTITUDES:

GOALS:

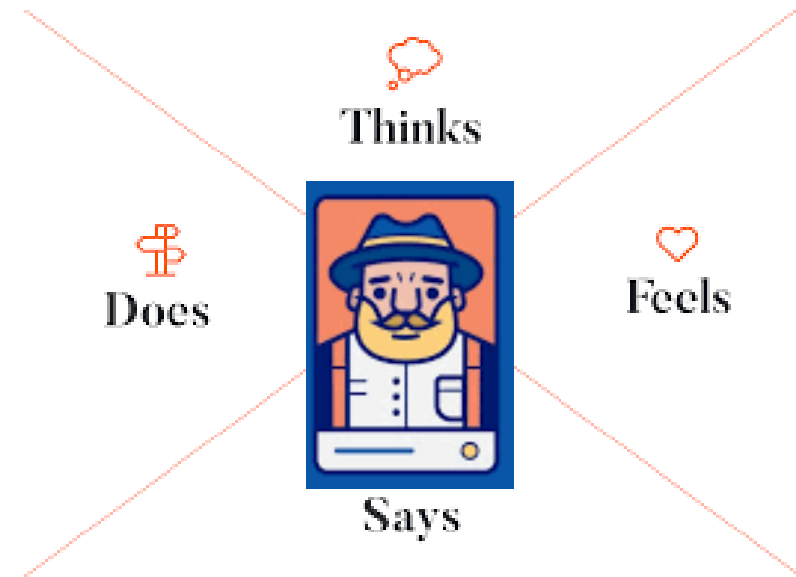
Method Benefits

- Focuses on people above other factors.
- Deepens your empathy for others.
- Summarizes your research findings.
- Challenges your preconceptions.



Tips for running the method

- Develop personas with your team after research
- Customise the boxes to fill in (e.g. include values, behavior routines etc)
- Are there blank / dark areas you don't know about your persona and his/her experience? How will you fill them?
- Use the personas in various stages of any project (to generate ideas, prioritize, discuss trade-off decisions)
- Avoid disrespectful stereotypes at all costs.
- Supplement text with illustrative diagrams (optionally with a help of a designer for visual refinement).
- Extension: What does your persona think / feel / say / does?



Literature on persona method

- VIDEO: <https://youtu.be/DvV7ZcRVQ4g>
- <https://careerfoundry.com/en/blog/ux-design/how-to-define-a-user-persona/>
- <https://www.luma-institute.com/persona-profile/>
- <https://www.sciencedirect.com/topics/computer-science/persona-method>