

Stage: Ideation - Substage: Idea selection and solution building

Personas

References: Nesta's DIY Toolkit, SIC project's learning repository




What is it for?

Personas are fictional characters who embody the archetype of your customer, beneficiary or financing supporter. They are created through exhaustive observation of the customer segment and the drawing together of their shared characteristics, behaviours, motivations, interests, etc. It is a useful tool to really focus on getting to know who you are designing for.

How to use it?



Personas represent different target subgroups that an organisation wants to reach out to. Being aware of the different preferences, routines and motivations these different Personas have can help you 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 as possible to a typical person by adding a name, a picture and descriptions of interests, skills and motivations. Feel free to add any other details relevant to your situation and this Persona.

Person name:	Who am I?	3 reasons for me to engage with you:	3 reasons for me to not engage with you:	
Customer segment:				
				
My interests	My personality	My skills	My dreams	My social environments