

# PERSONA

*Goal: Get a clearer picture of the people you are designing for*

A persona is a realistic description of a potential user of your product or service. Devising personas is a strategy that has its origin in the interaction design of software applications. They can be useful in a product design or marketing context as well. Empathizing with a persona, a particular user or user group throughout the design process helps the designer focus on designing for the people the product or service is intended for. Creating a persona can help focus the design process on developing a product/service for people and the types of interactions they engage in, rather than designing for generalized abstract descriptions of the entire group.

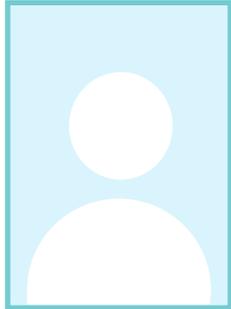
The way interactions with a product or service are designed can partly be based on the intended user groups of the product or service. Compare designing software that supports both expert graphic designers and novice users. The interface for the novice user can be aimed at supporting the interaction with visual tools, while the expert may wish to use keyboard shortcuts.

A document that is created in the process, such as the worksheet on the next page, can serve as a reminder of the exercise of empathizing with a persona. Additionally, such documents can be tools for communicating to stakeholders.

### How can I use it?

- 1** **Research** the (target) users of the product or service, for example by interviewing, surveying the target users, or holding focus groups. Identify patterns and different types of users.
- 2** **Run** a workshop session with project stakeholders (from different departments).
- 3** **Divide** the group in teams of 3-5 people. Every team will create one persona for a particular user group. Basing a persona on an existing person can make it easier to empathise with the persona.
- 4** **Discuss** the persona's characteristics, goals, motivations and frustrations and complete the worksheet. One person from every team pitches the persona in the first person to the other teams.
- 5** **Identify** overlaps, determine different types of interactions with the product or service and make a selection of personas. Make personas credible by including sufficient detail instead of remaining abstract, and base personas on field research.

# PERSONA



**Name:**

**Age:**

**Role:**

*i.e. Professor in Mathematics,  
mother of a 5-year-old,  
junior Android developer*

**Quote:**

*Start for example with "I want to..." / "I need to..."*

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### Goals

*Tasks the persona is trying to accomplish.*

### Motivations

*Why is the persona motivated to start using the product/service? What is the incentive to try the product/service?*

### Frustrations

*What are current problems the persona runs into?  
How might the product/service alleviate these issues?*

### Other remarks:

*List additional relevant factors, such as the persona's skills, behaviour, brand preferences, personality, or otherwise.*