DESIGNING THE SELF:
Understanding the Persona better
Activity toolkit

WEDNESDAY WEB JAM

Persona

A persona is a fictional archetype, developed from the qualitative/quantitative data, research and insight gathered.

1 Step **Identify your target group**

2 Step **Identify points for indicators** which would relate to the persona.

Name:

Age:

Role:

User quote:
Key comment/saying by the character

Likes:

Dislikes:

Add

Photo

Sketch

1. Opportunity
Could be a success, advantage or an enjoyable practice or so forth

2. Challenge
Could be a difficulty, compromise And so forth

3. Value
Points that are of key importance or meanings

4 . Needs/wants
Areas of requirements

5 . Goals
Areas of aspiration and ambition

6. Scenarios
Potential or key situation they are in

7. Engagement levels

Add an area.... Technology, touch-points points

8. Preferred Actions

This could be in-reference to media channels, source of working style

9. Key Tasks

Important Activity

Role playing

is an enacted experience that helps you understand and test the interaction of a persona with an idea, product or service.

Discuss
Interact
Test

In your scenario, how does this persona behave?

Pick an ideal scenario or an idea or service....
or even a discussion that you would best suit your persona

Choose an Actor to play your persona **and other relevant actors** in the scenario

Engage in a conversation or animated interaction, where key points are discussed **by posing questions, acknowledging queries or stating behaviours**

For example: How does your persona feel in this context? what are the touchpoints are they looking at? Is it a scenario that is time based? What are they experiencing?

Journey Mapping

A journey map visualizes the end to end or step by step experience of a person who is interacting with a product, service or experience

Identify the points of interactions which will define the flow and necessary touchpoints of the persona's journey.

Persona+ context or motivation+ action+touchpoints+result

For example: Sally's online shopping experience. From the product need to website engagement to delivery of the object

Add
Emotion

Add
Emotion

Add
Emotion