

Write personas for your event

Use personas to anticipate and meet individuals' needs

Directions: Review the example below and then follow its model to write 2-3 personas for your next event. Consider questions like these as you write:

- Who is the person you most need in your community or on your project? Think of skills and attributes-- but, since this is an imaginary person, also give them identifying details, a brief life story, etc.
- What are that person's motivations and needs? Think of what might draw them to your project, what value they would gain from it, how it fits into their long term goals.

Example:

Shawnda is a public librarian in a small, urban library system. She is a youth librarian in charge of digital programming. She has with a modest budget, but is always looking for free and open resources to use in her work. Shawnda feels comfortable teaching most new consumer technologies like apps and robot kits, but she likes to have time to learn technologies herself before teaching them. She doesn't have a lot of experience teaching web literacy skills like code or remix, but she has run workshops for teens using resources like Khan Academy and Hour of Code before. She is looking for a few, introductory lessons she can use with her learners, but she also wants to "level up" her understanding of how to use and create things on the web with code for she can make her own activities and improve her searches for open educational resources related to coding and the web.

My Persona 1

My Persona 2

My Persona 3

