

## COMPOSITE CHARACTER PROFILE



### Franklin

- 38 years old
- Divorced
- 2 kids
- Diabetic
- Free-clinic care-giver
- Has extreme tendencies in consumption and preparation of food.
- Balances his health and that of others, favoring the health of others.

### WHY use a composite character profile

You can use the composite character profile to bucket interesting observations into one specific, recognizable character. Teams sometimes get hung up on outlying (or non-essential) characteristics of any of a number of particular potential users, and the composite character profile is a way for them to focus the team's attention on the salient and relevant characteristics of the user whom they wish to address. Forming a composite character can be a great way to create a "guinea pig" to keep the team moving forward.

### HOW to use a composite character profile

The composite character profile is a synthesis method whereby the team creates a (semi)-fictional character who embodies the human observations the team has made in the field. These might include "typical" characteristics, trends, and other patterns that the team has identified in your user group over the course of your field work.

In order to create a composite character profile, a team needs to have unpacked its field observations and saturated its team space. After this is done, a team should survey across the individual users it encountered in the field to identify relevant dimensions of commonality and/or complementarity – these dimensions could be demographic information, strange proclivities and habits, or sources of motivation, to name only a few. After several dimensions of commonality have been identified, list these features of the user; if there are any dimensions of complementarity (those which may not be shared by all users, but are interesting to the team and not necessarily mutually exclusive), the team should add these as well. Last, give your character a name, and make sure every member of the team buys into the identity and corresponding characteristics that the team has created.