



Define

Personas

Instructions: Personas help synthesize your findings and ensure that everyone involved in your design project has the same understanding about who it is you're designing for. Use the categories below to explain who your user is and what their needs are.

Social Environment. What kind of culture surrounds your persona?

Teenage culture

- Everyone trying to figure out who they are and where they belong
- Interest in new things and independence

Home culture

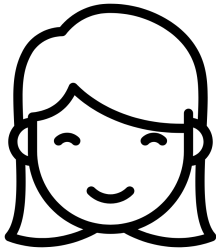
- Concerned mom who's grasping onto "her little girl"
- Comfort that bristles against desire for independence

Tools & Environment. What exists in the physical space around your persona?

Cell phone, computer – instant access to any knowledge she needs

Much of her world is digital, not physical – surrounded by the apps she uses and the videos she watches.

Characteristics. What kind of information would you find about this persona on LinkedIn?



Heather, 14 years old. Doesn't have a linkedin, but definitely has a snapchat.

President of the community service organization at her school. Spends her weekends playing soccer and hanging out at the local mall.

Convictions & Beliefs. What does your persona care most about?

Feeling like she's making an impact on the world (which is why she does so much community service)

While she's constantly on her phone, she wishes she had more in-person connection.

Fears & Doubts. What worries keep your persona up at night?

Feeling like she's not doing anything meaningful. She knows she's young, but she always wants to be doing more.

Losing someone she loves. She just lost her grandmother, and it's hard knowing she'll never get to talk to her and hear her stories again.