The Data Lab Innovation Week Persona

Tues 2nd June 2020

1 Fill in the Persona details

What defines the group of users you have chosen to focus on?
Referring back to your research, start by adding characteristics, behaviours, motivations and frustrations specific to this group of users (see steps 1 to 5 below).

7 minutes **As a team** **Aim for 2-3 stickies per item**

2 Make the Persona feel real

Now you have added the details, complete the persona by adding a memorable name, a "face", and a quote to summarises their mindset concerning the topic at hand (see steps 6 & 7 below)

3 minutes **As a team**

All that energy saving & recycling stuff, it's just too costly and not worth it

Bob the builder

1 DEMOGRAPHIC INFORMATION
What characteristics can this user group be identified by?

- Has Family
- Hard working
- Drives a pick up truck

2 BACKGROUND INFORMATION
Add some background information. What's their story?

- Generally not aware of CE
- Works on project basis
- Limited interaction with the end user

Being as specific as you can at this stage, will allow you to build empathy with the user and formulate a more desirable concept later on.

3 BEHAVIOURS
What behaviours and beliefs does this user group share?

- engaging in CE is too expensive not profitable
- Do plan long term, think of of immediate pressures
- Energy saving houses are more expensive
- Harder to sell energy saving houses

4 MOTIVATIONS
What does this user group care about, what's on their agenda?

- cost saving/ not adding on more cost
- project deadlines
- selling buildings
- Wants to build projects with lower energy consumption
- weighing the benefit of adding the option v the ability to recoup cost

5 FRUSTRATIONS
What frustrations or fears does this user group share?

- Worry about legislation - too many rules, making it harder
- reputation of the business
- more wotk for them
- support & guidance including finance incentive from local government
- supply chain needs to be reliable
- extra knowledge/education /expertise needed

I'd like to do more, but I do not know how or what!

Samantha the student

DEMOGRAPHIC INFORMATION

- Young adult, studying/ employed or both
- Living in the city
- Gen Y
- Socially active

BACKGROUND INFORMATION

- Aware of circular economy
- Trying to buy responsibly
- Responsible citizen
- ...

BEHAVIOURS

- Uses public transport, or walks/ bike
- Recycles as much as possible
- Would like to contribute to a circular economy and be part of it
- ...
- ...
- ...

MOTIVATIONS

- Healthy lifestyle
- Saving the environment
- Low - medium income - trying to save money
- Believs that small changes can have an impact
- ...
- ...

FRUSTRATIONS

- Would like to exchange things instead of donating
- If it was easier, we would look to do it, but we have no incentive or motivation to.
- Informative and engaging campaigns about waste sorting
- Expensive to live sustainaible
- ...
- ...

I believe in CE, but I don't know how to make it work for me and my business

Laura Local

DEMOGRAPHIC INFORMATION

- Owns a small business
- driven self starter
- lives in the city
- invests in social media

BACKGROUND INFORMATION

- worried about going concern
- personal investment
- immersed in local community

BEHAVIOURS

- Going concern, tight margins
- can drive action quickly in her organisation
- support slocal, including other local businesses
- ...
- ...
- ...

MOTIVATIONS

- Building a loyal customer base
- differenciating self from larger more established companies
- big belivers
- sense of community
- ...
- ...

FRUSTRATIONS

- Small businesses do not have the margins to make error
- small businesses do not have enough volume to demand action
- There are different problems I need to solve first
- lack of support or information from local authorities
- can I pay my employees?
- ...

Refer back to:

M Data-to-Insight board

G Remember to record progress in the Logbook