

To start a replica persona: you can upload the original persona document we have received as part of the challenge. Ask ChatGPT to replicate that with the various personas such as Bid Manager. The text in bold can be customised based on need, in this case I included pain points from a conversation had with a senior Bid Management professional.

The prompt to replicate:

“Create a persona based on the attached example. The persona should be that of a **Bid Manager who is managing bids for government contracts. One of the pain points of the Bid Manager is that reviewing bids before submission takes a lot of time, and there is heavy reliance on internal intelligence as opposed to a customer voice being represented.** The output should be a similar document, using the same structure, as well as bullet points. Please feel free to ask any question before you generate.”

Then, the following prompt should be used to generate the scoring element of the persona:

“I am now looking to complete questions for the following persona, but only for the following 6 areas - **1: Compliance 2: Completeness 3: Clarity 4: Viability 5: Specialist 6: Common Mistakes** Here is the persona role and background information to base the questions from, plus an example to follow - **Persona - Bid Manager Overview Chris Morgan is a Bid Manager responsible for overseeing and submitting bids for government contracts within a large organization. With extensive experience in public sector procurement, Chris ensures that each bid is compliant, competitive, and aligns with government requirements. His role involves coordinating internal teams, reviewing responses, and ensuring that each bid effectively communicates value. However, he faces challenges in balancing internal priorities with customer needs and managing time-consuming bid reviews before submission.** Example - Evaluation Criteria **1. Compliance - Does the response show an awareness of how the project impacts social and environmental outcomes? - Does the bidder demonstrate a specific understanding of the target community and its needs? 2. Completeness - Is the bidder proposing genuine added value, or just stating what they already do as a company? - Does the response clearly differentiate between core contract obligations and additional social value contributions? 3. Clarity - Does the bidder set measurable goals (e.g., number of jobs created, community programs implemented)? - Is there a clear plan to track and evaluate the impact of their social value commitments? 4. Viability - Is the response easy to read, well-structured, and directly answering the question? - Does it follow the format of the question (e.g., breaking answers down into clear sections when required)? - Does it avoid excessive padding, vague statements, or irrelevant marketing content? 5. Specialist - Does the bidder provide real-world examples or case studies to support their claims? - Are these examples relevant to the contract and demonstrate previous success in delivering social value? Common Mistakes - Failing to distinguish between core contract obligations and additional social value contributions. - Using vague, generic statements without specific commitments or measurable impact. - Lack of structure—burying key information in long, unstructured responses. - Providing a "shopping list" of actions without explaining their impact or how they will be measured. - Including irrelevant information, marketing language, or unnecessary fluff.”**