

# What is it & why should I do it?

**Personas** are portraits of fictional but realistic individuals that are used as a common reference point to communicate particular groups in your intended audience. Personas are created by drawing together the characteristics of similar people - their behaviours, motivations and the like - into one 'archetype' through which the group can be understood. By creating a fictional character to embody these characteristics, you don't lose the little details that make someone the person they are. In this way, Personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.

Developing successful Personas is all about knowing what to put in, and what to leave out. They're often developed from a range of different sources, each of which might contain huge amounts of detail. The trick is to recognise the common characteristics that could form the basis of a Persona, and what selection of personal details to include in order to bring this 'to life'. Doing this right can be hugely beneficial as it lets you brainstorm ideas and test potential solutions from their perspective. Often its handy to create a number of Personas so that you can focus on the key characteristics of each subgroup of your intended audience.

## ? HOW TO USE IT

Personas represent different target subgroups that an organisation wants to reach out for. Being aware of the different preferences, routines and motivations that these different Personas have, can help you to customise your products and services to these specific subgroups.

Use the worksheet to compile a portrait of a typical person that could represent one of the Personas your organisation is

targeting. Try to make the Persona as close to a typical person as possible by adding a name and a picture and descriptions of interests, skills and motivations.

Feel free to add any other details that are relevant to your situation and in relation to this Persona.

ADD PICTURE OR DRAWING	WHO AM I?	3 REASONS FOR ME TO ENGAGE WITH YOU		3 REASONS FOR ME NOT TO ENGAGE WITH YOU	
		1.		1.	
		2.		2.	
PERSONA NAME:		3.		3.	
CUSTOMER SEGMENT:					
MY INTERESTS	MY PERSONALITY	MY SKILLS	MY DREAMS	MY SOCIAL ENVIRONMENT	

I want to know the people I'm working with  
by visualising their key characteristics

PERSONAS



PERSONA NAME:  
Jack the tourist fisherman

MY INTERESTS

- Fishing
- Camping
- Driving
- Football
- Rafting
- Bowling

MY SKILLS

- Fishing expert
- Tech enthusiast
- Problem solver
- Knows his way in the great outdoors

WHO AM I?

Jack (36) is a father of a little girl (6 yo) and lives with her and his wife in Columbus Ohio. He's an IT technician in a medium size company where he's been working since 2007 and is a respected employee. He never got a degree but studied IT in high school and has always been tech savvy. Jack's father always brought him to do outdoors activities when he was younger, from rafting to camping, he always loved playing football until he got a knee injury, but his true passion has always been fishing, which he does to this day with his father or friends

3 REASONS FOR ME TO ENGAGE WITH YOU

1.

Wants a new place to spend the weekend fishing

2.

He knows how to fish the "usual" way, but never tried fly fishing

3.

He loves natural places and off the grid camping spots

3 REASONS FOR ME NOT TO ENGAGE WITH YOU

1.

He's never been to West Virginia

2.

He still doesn't trust the area after the spill

3.

It's a longer drive than usual

TYPICAL DAY

Jack wakes up every weekday at 7:00AM with the family, they all have breakfast together and then he brings his daughter to preschool and then goes to work, which starts at 8:00AM.

Around 12:30AM heads back home for launch, which he usually prepares for when his wife arrives home with the little girl. After launch he helps his daughter to bed for the afternoon nap and heads back to work for the afternoon shift.

Once home again in the evening they have dinner and spend some more time together watching some TV until it's bedtime for the kid, once she is asleep Jack usually catches up with the latest football updates until it's time for him too to go to sleep.

MY PERSONALITY

Jack is a loving father and husband, a great friend and he's known at work for his great work ethic. He rarely gets upset and is always glad to learn something new, from a simple fact, to a new tech that is going to change the market, up to a better way to do his job. He worked for what he has but doesn't like to remind people of this and is a great teacher, whether it's on the job, at the bowling alley or during a fishing trip with someone new joining the group

MY SOCIAL ENVIRONMENT

One of the most experiences people in the company he works for and between the ones that have been there since the early years, Jack is well known and respected by his colleagues and loved by his friends. He is always present at every social event, from birthdays to a quite evening at the bar.

MY DREAMS

- Become a manager of the company
- Teach his daughter to fish
- Buy a house with a pond