

# 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:  
Bob the fishing enthusiast

- MY INTERESTS
- Fishing
  - Camping
  - Hiking
  - Baseball
  - Rafting
  - Cars restoration
  - Classical music

- MY SKILLS
- Fishing expert
  - Great sense of direction, it's almost impossible for him to get lost in the local area he has been roaming since childhood.
  - Good survival skills
  - Basic medical training
  - Can cook the best trout on the grill of the state

WHO AM I?

Bob (40) is a father of 2 boys (10 and 12 yo) that has lived his entire life in the small town of Webster Springs West Virginia. He used to work at Freedom Industries before the spill of 2014 when shortly after the company filed for bankruptcy and Bob was left without a job. Given he never attended college and the little possibilities in his hometown, Bob now works at his wife's bakery while he is still searching for another job to help the family put aside some money for the children tuition and health care plan.

- 3 REASONS FOR ME TO ENGAGE WITH YOU
- I am looking for a new job
  - I know the territory and believe it can be used for tourism and fishing enthusiasts like myself
  - I have been fishing all my life and would love to teach people how to

- 3 REASONS FOR ME NOT TO ENGAGE WITH YOU
- I am not sure it would provide enough for my family
  - The water is still not completely clean
  - Too much tourists may destroy the natural environment of the area

TYPICAL DAY

Bob wakes up with his wife every weekday at 4:30AM and they both head up to the bakery in order to prepare everything the little community needs during the day.

At around 7:00AM he takes the little van they have for the activity and he starts the delivery for the other businesses of the area and once he is done he goes back home to work on his latest car project until he has to go and pick up the kids from school.

Once home again they eat all together and then watches some baseball with the kids and then helps them with their homework until it's time for dinner. After the boys are in bed he likes to relax for some time on his chair listening to some classical music before going to bed himself, always waiting for the next fishing trip during the weekend.

MY PERSONALITY

Bob is a kind man that has always a smile on his face no matter the situation, he is an optimist at heart and always believes that everything will be alright and no problem can't be solved if people work together.

He is always the first one to volunteer when work for the community has to be done and takes pride and joy in helping the others when they are in need, often refusing any form of compensation.

MY SOCIAL ENVIRONMENT

Active member of the community in the small town of Webster Springs WV he is well known and respected. He is usually more forward thinking than the older people that live in town and since he is more accepting of new ideas for the future he often can convince the others to back up new opportunities

MY DREAMS

- Have an independent job
- Spend more time with his kids
- Provide more for his family
- Buy a 1968 Mustang and then restore it with his children