Persona

* **Challenge type: Learning**
* **Team challenge:** Groups (3-4)

# Define your persona

Once the project is well defined, you will focus on the target audience of your project: who is it aimed at?**Research**

* + - * What are personas? What are they for ?
      * Determine your personas: create 2 of them. You can rely on templates that you may have found on the internet.
* As usual, document everything! Start by learning the concept before applying it.

# Create an ID for each persona

In your research you have probably noticed that each persona has an “ID card” that gathers all information about him/her.

Take all the information you wrote in the previous step, and group it into a simple design that fits your startup and your target.

Create one ID card for each persona. We advise you to use [Canva](https://www.canva.com/) for this

# Pedagogical objectives

* Discover a new method of defining a target audience
* Being able to distinguish the general target and the persona
* Using a graphical tool to create ID cards for persona.
* Discovering Canva