

▼ Preparation

Gather existing data

Find existing data

Find target audience information

Collect magazines and print photos for rich pictures

10:00  **Block 1**

Target audience

10 min - Kickoff & Goals

20 min - What is a persona?

30 min - Map target audience on the wall

11:00  Coffee break

11:15  **Block 2**

Data data data!

15 min - Instructions

60 min - Collect data online and offline

Create data wall, organized by type of data

12:30  Lunch break



Photograph all canvases

13:00  **Block 3**

Cluster and select personas

15 min - Instructions

30 min - Cluster data & choose 3-5 personas

30 min - Come up with names

14:15  Coffee break

14:30  **Block 4**

Persona Canvas

15 min - Instructions

15 min - Setup Persona Canvases

45 min - Create rich pictures

15:45  Wrap up (15m)



Photograph all canvases

▼ Follow up

Validate

Find out if audience members
resonate with your personas