

# Pragmatic Persona

A pragmatic persona is a simple sketch created in a workshop setting. It is a crucial tool in the product discovery process as it allows the team a glimpse of who their user is and how the product will affect them. It is not based on

user research, but rather on the experience and knowledge of the team, and focuses on information that is directly relevant to product development.

## Carl the Casual Web Surfer



1

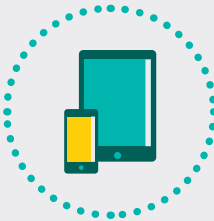
### Create

Choose a name and role that will help you remember the persona throughout the development process.

3

### About

List out the persona's behaviors and characteristics. Focus exclusively on things that are relevant to product design.



Consumes most of his social content via his mobile phone and iPad.

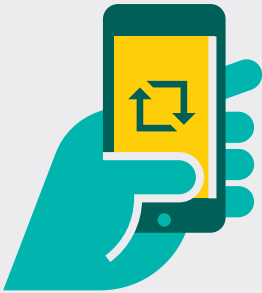


Places a premium on social content shared by his friends.

2

### Context

Describe, in as much detail as possible, the context in which the persona came to interact with your product or service.



Carl spends his commute catching up on Facebook and Twitter.



Carl clicked on a link in one of his friends' Tweets.

4

### Implications

Each item in the "About" section should have specific implications for the design of the product that the team will list in the "Implications" section.



Need to design for mobile first.



Must be easily shareable across multiple social networks.