

Pragmatic personas

A pragmatic persona is a simple persona sketch created collaboratively in a workshop setting. It is not based on extensive user research. Rather, the creation process leverages subject matter expertise, experience, and assumptions from workshop participants, and is limited to information that is directly relevant to product development.

Time:	1-2 hours
Participants:	All team members
Materials:	Flipchart and/or whiteboard, dry-erase marker

Name your persona something relevant and memorable	Name/Role:	
	Picture:	Context:
Hand draw a representative portrait in this section		
	About:	Implications:
Write general information, goals, pains, activities, and characteristics that are relevant to the product		

List the circumstances that led this persona to the product

What are the feature opportunities and product characteristics that flow directly from the observations in the “About” section?