What are Personas?

Persona 1 - Payal

General	22 years old, S Grade. Bcom Background. Brought up in Asansol, only child, has responsibilities towards the family.
Objective	Learn & Grow. Meet SLAs. Get more career opportunities, especially in morning shift.
Keys Tasks	Check mails, team meetings, one to one discussions with team leader.
Motivations	She wants to grow in TCS. She is looking for visibility and career opportunities. Her fiancé is also an TCSer.
Pain Points	Working on night shifts. Sometimes she cant balance her working time and personal time. Stays alone in Kolkata.
Happy Moments	She likes to sing and spending her free time watching movies and cycling with her fiancé.
Opportunities, Needs, Wants	She has an achievement oriented mindset. She wants career opportunities out of night shift. Earn a good salary that allows her to achieve some personal desires such as travelling abroad.
System Used	

Persona 2 – Chris

General	30 years old, BPO 4. Master in Social Science. Had a mixed marriage (His wife is a Tamil Christian while he's an Anglo Indian), he was brought up in Chennai, lives with wife, parents also in Chennai but they live separately.
Objective	Have different experiences and projects in TCS.
Keys Tasks	Check mails, weekly meetings, report analysis. Works in Learning & Compensation
Motivations	New experiences at work. Explore the world.
Pain Points	Does not really want to be a leader; can work well with hi-pot and intelligent people, gets exhausted when the people are low in intelligence. Switches projects, gets restless, doesn't like checklist activities.
Happy Moments	He loves to travel – has a goal of visiting 50 countries before he's 50. Has finished 11 countries; does meticulous planning and gets great deals. He cares about work-life balance.
Opportunities, Needs, Wants	He is very responsible, focused and ambitious. Learning by doing, video based learning. He is a cognitive off loader. Needs to have leadership development and improve interaction with any level of associates. Work more on his patience towards different levels of knowledge among associates.
System Used	

WHAT IS IT?

- *Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.*

WHY DO WE USE IT?

- *Creating personas helps the designer to understand users' needs, experiences, behaviors and goals.*

WHY DO WE USE IT?

- *Personas are more than "People".*
- *Personas are **distilled essences** of real users.*

WHERE DO WE USE IT?

- *Personas are deliverables in design thinking's Define phase.*
- *As they are extremely helpful in ideation, they should feature **early** in design processes.*

WHAT DO PERSONAS DO?

- *When you bring personas into projects, you help prevent stakeholders from designing for themselves.*

HOW CAN PERSONAS HELP YOU?

- *Personas **keep the stakeholders from** stretching generic users to fit designs.*

HOW DO PERSONAS HELP YOU?

- *Personas **help in quick prototype testing**.*

HOW CAN PERSONAS HELP?

Personas help to reflect on target user's real behavior patterns, attitudes, skillset, motivations and goals within the product's domain.

WHAT CAN YOU ACHIEVE THROUGH PERSONAS?

- *Personas help to understand the end-goals of the users –*

What does the user want to achieve?

What features would help him/her do that best?

HOW CAN PERSONAS HELP TO ENVISION?

- *Personas help to envision how users would find they would use the product to attain a particular goal.*
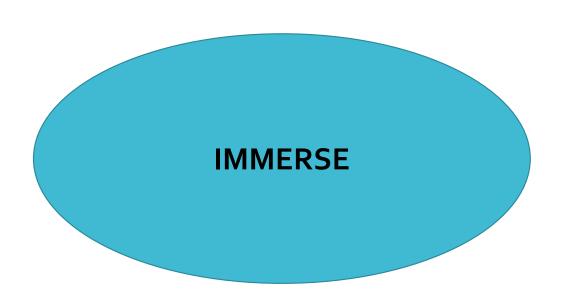
WHERE CAN PERSONAS HELP?

- *Personas help to feel the pain points of the users.*

HOW CAN PERSONAS HELP YOU?

- *Creating personas can help you step out of yourself.*
- *It can help you to recognise that different people have different needs and expectations.*

HOW TO CREATE EFFECTIVE PERSONAS?

ENGAGE

OBSERVE

1. *Collect extensive data on target users.*

IMMERSE

HOW TO CREATE EFFECTIVE PERSONAS?

2. Determine the qualities of and differences between users.

HOW TO CREATE EFFECTIVE PERSONAS?

3. Develop a hypothesis from the research, determining the qualities of and differences between users.

HOW TO CREATE EFFECTIVE PERSONAS?

4. Ensure stakeholders agree on the hypothesis about the users.

HOW TO CREATE EFFECTIVE PERSONAS?

5. Determine a number of personas – more than one per project, but focus especially on one.

HOW TO CREATE EFFECTIVE PERSONAS?

6. *Name and describe each persona in 1-2 pages.*

Include -

1. *A picture.*
2. *User's values, interests, education, lifestyle, needs, attitudes, desires, limitations, goals and behavior patterns.*
3. *Extra details about the persona (e.g., interests) – anything to make him/her more real and relevant and help build empathy.*
4. *A written story is better than bullet points.*
5. *Add a few fictional personal details to make the persona a realistic character.*
6. *Give each of your personas a name.*

HOW TO CREATE EFFECTIVE PERSONAS?

7. Describe several situations/scenarios prompting the persona to use your product or service.

Put him/her in contexts with problems to overcome.

HOW TO CREATE EFFECTIVE PERSONAS?

8. Include everyone involved in the project so that they accept the persona or advise revisions.

9. Send them the persona to use in their work.

HOW TO CREATE EFFECTIVE PERSONAS?

*10. **Ensure everyone develops scenarios** – these should expose the persona optimally to potential use cases.*

HOW TO CREATE EFFECTIVE PERSONAS?

*11. **Make continuous adjustments** – revisit the persona; add new features; add required new personas; discard outdated personas.*

FOUR DIFFERENT PERSPECTIVES ON PERSONAS

- *1. Goal-directed Personas*
- *2. Role-Based Personas*
- *3. Engaging Personas*
- *4. Fictional Personas*