Personas

Data sheet

Look for important variables in the data, and add labels for those variables at each end of the scale.
Map each individual from your research data onto the scale, using a letter to represent them.
Look for patterns: do the same letters appear side-by-side across multiple variables?

Male — Female

Younger — Older

Has given to charity — **Has never given to charity**

Has volunteered — **Never volunteered**

For the cause itself — **To feel good**

provide help for equal opportunity — **provide help to sustain life**

sympathy due to personal experience(s) — **sympathy due to personal values**

would support in other ways — **would support financially**

they have to have the same value as me — **their credibility**

Jonathan   Ai   Gunawan

Berit   Lucy