



PERSONA

The tool lets you achieve a shared understanding of your end-users and gives you insights, which stimulate your business ideation with a view to the future.

Suggested time

60 minutes per persona

Materials

Post-its, pens, paper (A3 or bigger), collected data, template for inspiration

Participants

Minimum 2 (mentor and mentee)

GROWTH JOURNEY



Onboarding

Sparring

Innovation

PERSONAL JOURNEY



A persona is a fictional character that helps you to move from assumptions of end-user needs towards robust knowledge based on qualitative field research. It can be a current end-user group or a group that you would like to target in the future.

By representing data that reflects e.g. how your target group thinks, feels and operates, the persona can provide an overview and a basis to develop from. Most companies will have at least 4-5 personas. To achieve a broader perspective try to merge insights from different stages of the end-user journey, such as sales, customer service, retail, webshop, wholesale, etc.

Often we tend to take on a company perspective approach and forget to take the perspective of the end-user and how they perceive/meet/interact with our product or service. With the persona tool we shift to a receiver perspective and try to understand and empathise with the end-user on a deeper level. Which problems are you solving for him/her? What are their needs and dreams?

STEPS

- 01 | Hang a large piece of paper on a wall and together decide on the end-user group that you would like to elaborate on. It can be a current end-user, or an end-user that you would like to target.
- 02 | Draw a person(ification) that represents your end-user group and write name and age on the paper next to your persona (maybe even add a photo). If you are lacking inspiration, you can use the attached persona template to get started.
- 03 | Write down on post-its everything your mind tells you about this end-user and stick them onto the paper as well. What are the persona's values? How does the persona behave? What does the persona aim for? What skills does the persona have? How is the attitude of the persona? Where does the persona live? What are the persona's challenges? Which interests does the persona have? How does he/she think and feel?
- 04 | When you cannot come up with any more information about your persona, take a step back and go through each post-it and consider/discuss whether it is something you know for sure or whether it is an assumption. Mark the post-its with assumptions. Often you will be surprised how many post-its are actually only assumptions. But not to worry, now you have a list of statements to go out and investigate.



- 05 | Investigate the statements that are assumptions. Start with the ones that have the highest impact on your business or hold the biggest potential. You have to leave the office and go out into the real world and find your end-user. Here you can for instance use interviews and observations to collect data on your persona. You are allowed to combine real-world experiences with desktop research. Collected data can be anything from keywords and text to photos, illustrations, etc.
- 06 | When you have tested your assumptions and found new insights, write each new insight on a post-it and add them to your illustration. Put up your persona(s) on a wall where it/they are visible and you are able to continue to work on them. Your end-user will develop over time. Your persona is not static.
- 07 | Now try to imagine 5 or 10 years ahead. Draw a new persona imagining your persona in the future. How will future trends and scenarios change their needs? And how will it affect your business?

FACILITATION TIPS



SUPPORTING TOOLS

Why/The Golden Circle: To broaden your shared perspective to include why, how and what.

Future Vision: To elaborate on your findings and unfold them to create a clear vision of your future business.

Business Model Canvas: To explore your customer segments and test how the personas fit the complete business picture, especially your value proposition.

Uniqueness: To make sure the needs of your end-user match the uniqueness of your company.

Active Listening: To help your awareness on asking effective questions to each other while you develop your persona. And further to ask effective questions when you turn to your end-user to gain valuable insights.



VISUALISE

Make a life-size drawing of your persona. It will help spark your creativity and imagination.



MOVE

Stand up while you draw. It will energize both body and mind, and you will get a better drawing result, when you draw on a wall instead of a table.

PERSONA

Date:

Participants:



Biography:

Name:

Gender:

Age:

Family:

Residence:

Profession:

Hobbies:

Personal Values:

Heroes:

Chaos
Intuition
Introvert
Individual
Informal

Structure
Intellect
Extrovert
Community
Formal

Pains:

Gains: