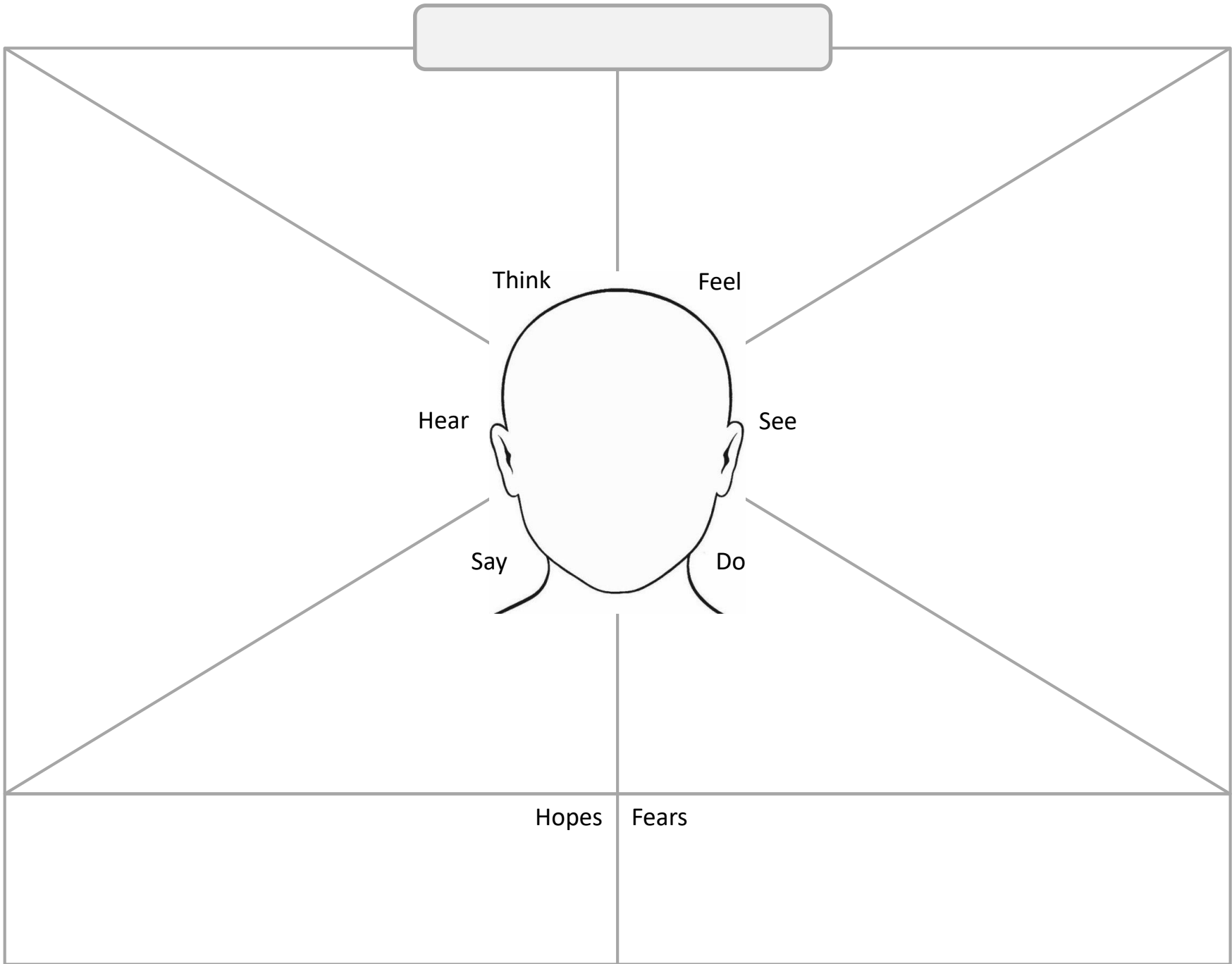


Persona Instructions

Personas are a common tool in design to visualize the diverse perspectives of stakeholders in any user-centered design process. Don't make your persona too much of a stereotype or too perfect. Personas are not real people, but they should be complex and flawed if they are to be believable. Specific details are more useful than generalizations. Not all the data you need to complete a persona will be readily available. You will need to use a combination of observation and imagination to complete the persona.

1. Select a stakeholder you need to better understand in relation to a particular issue.
2. Give the stakeholder a persona name and write it in the grey box.
3. Capture the information the persona receives in the Hear and See sections.
4. Imagine what they Think and Feel with respect to the issue.
5. Draw the persona's face to show their emotional state.
6. Observe what they Say and Do to respond to the issue.
7. Imagine what Hopes and Fears motivate their actions.



[Grey rounded rectangular box]

Think

Feel

Hear

See

Say

Do

Hopes

Fears