PERSONAS

The DRLab toolkit

Contents

The material in this document is available in A3 format. For an ecological choice, we suggest you consult the contents before printing the document.
For more information you can visit the website **www.drlab.unitn.it** or write to **info-drlab@unitn.it**.

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Introduction

Representative profile of a particular group of people, such as a market segment, a group of users, or any group of stakeholders. The profile is not a stereotype but an archetype based on real research; even if the figure itself is fictional, this helps to identify groups with similar needs and behaviour.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#personas

Usage tips

Main aim:	💡	**Generative**
Prerequisites:	◎	**Stakeholders map**
Process phase:		**Dis** **Def** **Dev** **Del**
Difficulty:	🔴🔴⚪⚪⚪	
Suggested facilitation:	👤	**Without**
Participants:		**Min. 3 people**
Needed material:		**Print of the model, colored post-its, pens and pencils**

Project title ....

Stakeholder group ....

(Picture/photo/drawing)

Profile description (Actions, behaviors, interactions, emotions, habits...)

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Name

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Key feature / quality

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Quote

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Difficulties

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Needs

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Aims

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Instructions

1. Indicate the project title. Indicate the stakeholder group to which the profile belongs.

2. Make a drawing or insert a photograph that represents the profile, avoiding the use of images that refer to prejudices of gender, ethnicity or stereotypes.

3. Assign a name to the profile that reflects the following features:
- it immediately suggests a cultural and social context of reference
- it indicates a feature or key quality of the profile and immediately connects to a stakeholder group

4. Write a motto or a quotation that helps sum up the attitude of the profile in a single sentence.

5. Describe the profile through features that can show personality, habit, interest, particular skills, needs, expectations, motivations, frustrations or backgrounds of the persona.Include details important for context and goals.

6. Describe problems and difficulties, desires or ambitions of the profile in relation to context and goals. Assign each of the indications a relative value according to its importance or impact.

N.B. Be careful not to fall into stereotypes.

N.B. The number of personas profiles should be proportionate to the type of project and therefore to the type and quantity of data available from previous research phases. Specifically, the number of profiles generated depends on the heterogeneity of the characteristics of the users on which a specific project is focused. In general, and also based on the number of people in the project team, with more than six personas profiles, it is difficult to distinguish and memorize the different characteristics of the individual profiles effectively.
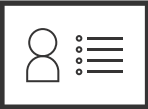
Project title _Extension of the city park_

Stakeholder group _Energetic retirees_

Profile description (Actions, behaviors, interactions, emotions, habits...)
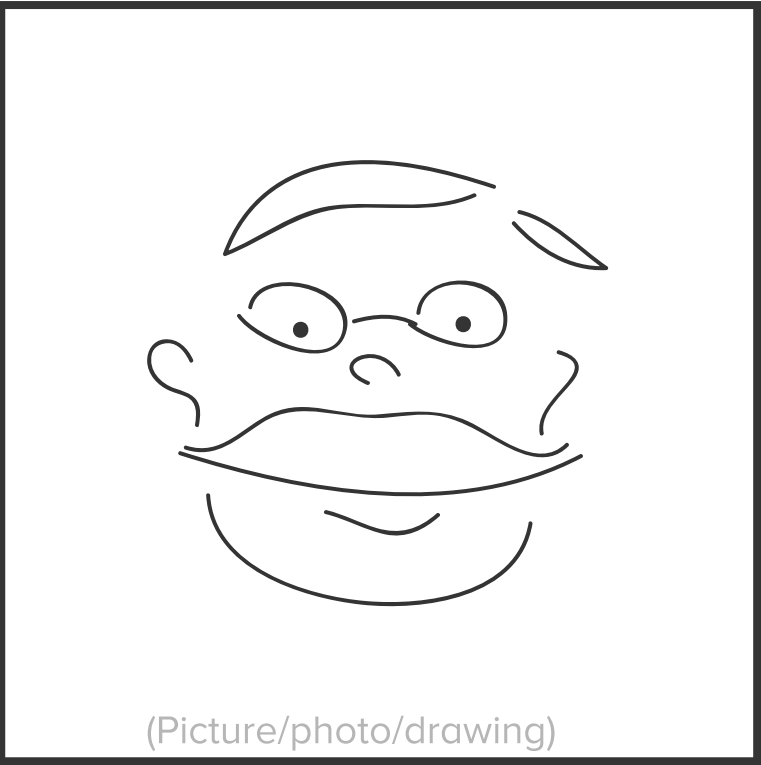
He has been retired for a few years, but he never stops.

He gave the carpentry shop to his son.

He has a lot of energy: he often enjoys small chores in the basement and is also taking a cooking class.

He knows all the gossip in town. He does not like to observe construction sites.

(Picture/photo/drawing)

Name _Luigi the gossip_

Key feature / quality
Retired carpenter

Quote
"He who hesitates is lost"

Difficulties

He has difficulty joining the local community.

He cannot afford too expensive hobbies.

Needs

He needs activities that keep him mentally and physically engaged.

Every day at 12 noon he has to check your blood sugar levels.

Spend more time with his wife.

Aims

Follow the volunteering projects of the neighborhood association.

Participate in social activities with your wife.

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