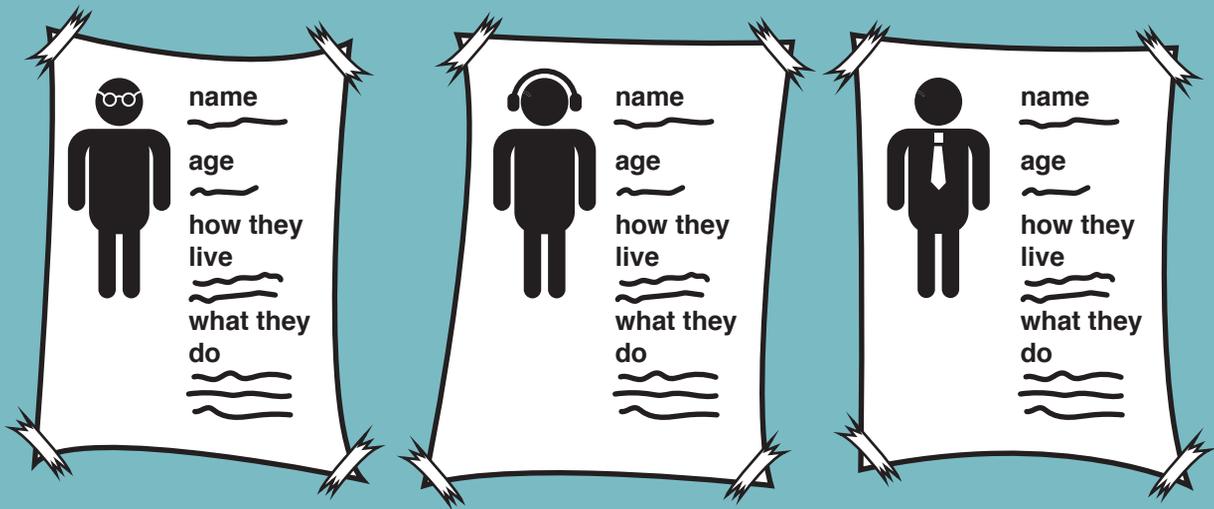


ANALYSIS METHOD: 29. PERSONAS



29. PERSONAS

This method transforms research and information collected into fictional characters that give an impression of how real people might relate to your project or use the product you are creating.

Materials needed: Photo equipment, notebooks or paper and pen, paper, glue and pencils or picture editing and layout software.

Time required: 1.5 hours to half a day.

How?

1) Start by collecting data about different target groups that are relevant to your challenge by using The Anthropologist (method no. 21) or by using Desktop Research (method no. 20). You need to collect data about several people within each segment or target group to make the information valid.

2) Cluster the information about each group on a large sheet of paper or on a computer using notes, photos and illustrations.

3) Brainstorm about every target group and try to describe their daily life, hobbies, their values and dreams, their tastes and preferences.

4) Create a fictional person for each target group that includes the general characteristics you have brainstormed about, with as much detail as possible: name, age, appearance, how they live, what they do, etc.

5) Place these personas on a shared space so you can see them at all times. This can inspire and guide you in developing a solution or provide answers that fit your needs and the challenge in a more tangible way than statistics, or a series of statements from the research would do.