



1. Theory

A **persona** helps you look through the eyes of a person in your user group to your challenge. Central questions in this exercise are: Who do I want to reach? Who are my customers? For whom do I want to create a solution? What customer expectations should I take into account?

There are multiple **advantages** to using persona while thinking about and developing your social enterprise, such as:

- ✓ Having an eye for differences within your customer group.
- ✓ Creating a common language within your team.
- ✓ Using them throughout all modules as a touchstone to see whether you stay close to your users' needs. Giving your customers a name makes it easy to talk about them throughout the process: What would Stacey think about this? Provides this solution an answer to John's problem? ... Moreover, one simple reference to Stacey or John is enough to talk with your team about a particular person with particular characteristics, needs, ...
- ✓ You can find an example about the personas of Spotify on [The Story of Spotify Personas | Spotify Design](#)

2. Instruction

Do this exercise together with your group. Build on the inspiration, insights and takeaways from modules 1, 2 and 3 and the assignments (e.g., Ikigai, SDGs, problem tree, your "why", research plan, empathy map, design challenge). Think about the people you talked to.

- ✓ **STEP 1: Create 3 different persona.**
 - ✓ The persona represent (part of) your user group.
 - ✓ Give your persona a name.
 - ✓ Complete the box with personal information.



✓ **STEP 2: Empathize with your persona.**

✓ Describe your persona with your thorough understanding of your users. Be as specific as possible. Keep the context of your challenge/project and the empathy mapping in mind. research methods according to your research questions and stakeholders.

- ✓ What does your persona loves?
- ✓ What does your persona dream of?
- ✓ What does your persona want to learn?
- ✓ What are your persona's needs, worries, questions in relation to your design challenge? Which barriers does your persona experiences in meeting these needs?

✓ **STEP 3: Reflect on your own assumptions.**

✓ Which assumptions do you have while thinking of your users and creating each of your persona.

3. Tool

Persona

Persona: *name*



- ✓ Age:
- ✓ Gender:
- ✓ Nationality:
- ✓ Job situation:
- ✓ Family situation:
- ✓ Hobby:

What are the users' **needs, worries, questions** in life?

Which **barriers** does the user experience in meeting these?

Which **assumptions you have** regarding your user

What your user **loves**

What your user **dreams of**

What your user wants to **learn**

4. References

- ✓ Alan Cooper (1998). The inmates are running the asylum. Sams.
- ✓ Frank Long (2009). Real or imaginary: The effectiveness of using personas in product design, Irish Ergonomics Review, Proceedings of the IES Conference 2009, Dublin.
- ✓ Kim Goodwin (2009). Designing for the Digital Age: How to Create Human-centered Products and Services. John Wiley & Sons.
- ✓ Spotify (2019). [Process. The story of Spotify personas.](#)



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