Persona Definition:

Defining user personalities for exploring concepts around them

BENEFITS
- Broadens mind-set
- Builds empathy
- Defines direction
- Facilitates storytelling
- Inspires ideation
- Structures existing knowledge

INPUT
- Findings from ethnographic research
- List of potential users and user attributes

OUTPUT
- Set of personas based on different user attributes to inform concept exploration

WHAT IT DOES

In this method, user personalities-personas related to the intended innovation-are defined and documented first.

Analysing the types of potential users and organizing them according to sets of shared attributes define the personas. It is helpful to think of a persona as a personality type. A finite number of such personas are created and considered as representing the target users for the project. This range of selected personas frames the opportunity space so that innovation teams can focus on them for building concepts. Concepts are built to address the needs of these personas and to fit with their context.

HOW IT WORKS

STEP 1:
Generate a list of potential users.
Generate a list of potential users for your innovation. This should be based on your insights, design principles, Value Hypothesis, findings from ethnographic research, or results from other methods like Semantic Profile and User Groups Definition.

STEP 2:
Generate a list of user attributes.
Generate a comprehensive list of user attributes relevant to your project. These attributes may be demographic (age, gender, employment, or home ownership), psychographic (values, attitudes, interests, or lifestyles), or behavioural (motivations, intelligence, or emotions).

STEP 3:
Define a finite number (three to ten) of user types.
Cluster users based on the common attributes they have. If you don't already have a sense of what attributes are shared by different types of users you could use an Asymmetric Clustering Matrix to find groupings. Label these clusters; they represent user types. Aim at having a manageable number of user types (three to ten) to build focus and more effective communication.

STEP 4:
Create personas around user types.
For each user type, create a specific persona, a specific character. Create this persona as a combination of attributes defined earlier. Personas should be true to the findings of research and

easy to empathize, give them descriptive and memorable titles. For example: Jane, the city gardener, 28 years old, lawyer, art enthusiast, and so *on.* Complement the persona profiles with Quotes and anecdotes when possible.

STEP 5:
Build a visual profile for each persona.
Create visualizations for the personas and define a standard format to organize the attributes, Quotes, and anecdotes for each of them. The resulting documents should be highly visual, well communicated, and Quick to read. Share them among team members to drive concept exploration.