

PERSONAS

A summary of shared goals, needs and why people act in a certain way

Why

Creating personas as human reference points allows you to empathise and connect emotionally with the people your work will affect.

Personas highlight the problems and unmet needs that exist in the context of your project.

When

EBCD Approach (inner circle)

Gather and Understand phases

Redesign Model (outer circle)

Diagnostics and Solutions



How

Personas are 'characters' created using data collected from experiences of real people. They will help you communicate the importance of your project to others and prioritise design decisions.

- 1. Print the Persona Worksheet template A3 size**
Work on it as a team.
- 2. Refer to your data to identify your personas**
Generally, you will have between 1 and 3 groups within those you've studied that will form 3–5 different personas. Find common connections between people, e.g. they may be connected by a problem they have or other factors important to your project, including location, how they access your potential solution, etc.
- 3. Name your persona**
Don't use the name of someone you interviewed or know — it will block your thinking.
- 4. Use your research knowledge to complete the template**
It is easiest to start with a name, gender and age.
- 5. Add a picture to further humanise your persona**
[Download it from a library of images, e.g. iStock.](#)
- 6. Create a summary**
Use the information on the worksheet to write a story about your persona; that will become your summary. Make sure it includes the key surprises you have discovered and the quotes from interviews.
- 7. Refer to your persona often**
Particularly when you need to make decisions or tell others about the people that matter in your project.

Time

30-90 minutes

Resources

- Data – your research findings
- A3 Persona Worksheet template
- Persona Summary template
- Pens
- [Access to iStock or equivalent photo library](#)

Tips

- Once you have built your persona, always refer to them by name.
- Use your personas to inform your decisions as a team, e.g. "Would <Betty> need/want that?"

PERSONA TEMPLATE



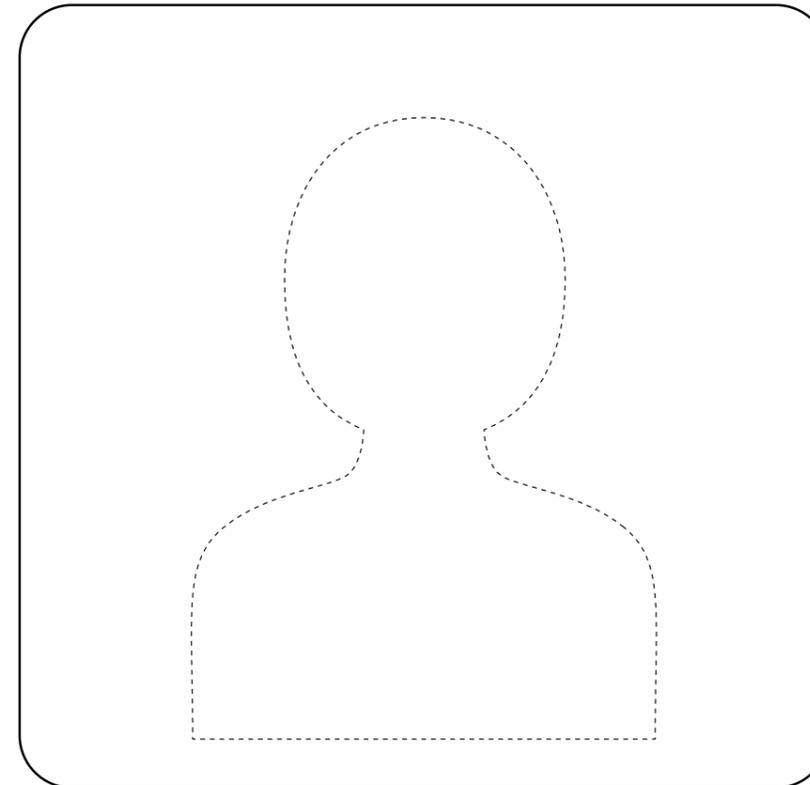
Quotes ...

What they say about themselves...

What friends and family say about them...

We were surprised that...

Persona ...



Name:

Age: Gender:

Details relevant to our challenge...

Details ...

Family and Work details...

Life Goals and Dreams...

Health Goals...

PERSONA TEMPLATE



Quotes ...

What they say about themselves...

5

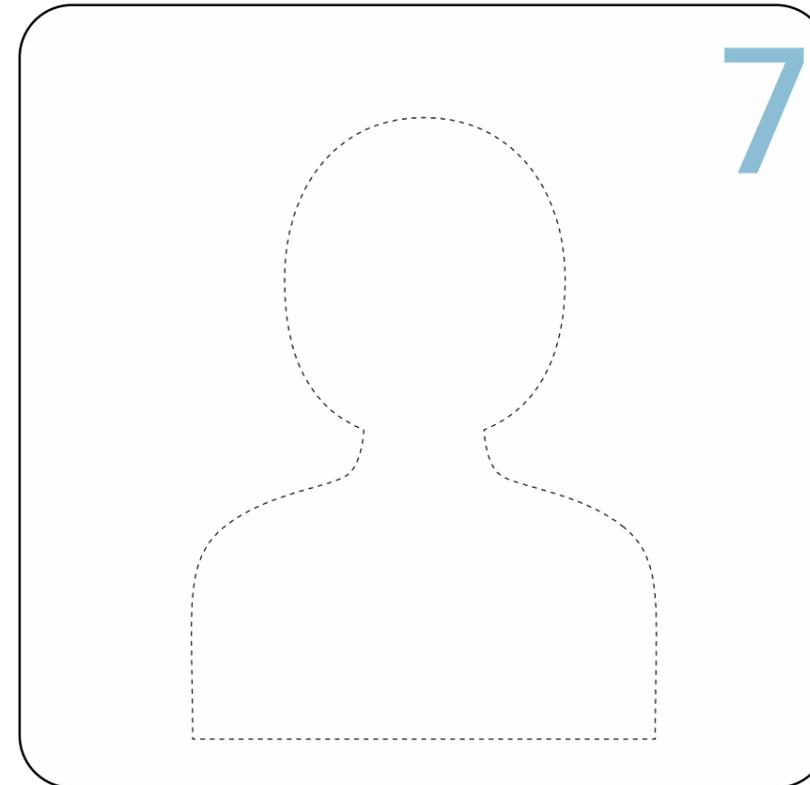
What friends and family say about them...

6

We were surprised that...

9

Persona ...



7

Name: _____

Age: _____ Gender: _____

1

Details relevant to our challenge...

8

Details ...

Family and Work details...

2

Life Goals and Dreams...

3

Health Goals...

4

PERSONA EXAMPLE

Quotes ...

What they say about themselves...

- "I AM STILL THE PROTECTOR & HEAD OF THIS FAMILY"
- "I AM ASHAMED THAT I HAVE TO ASK FOR HELP SO OFTEN"
- "THE KIDS DON'T NEED TO KNOW...."
- "JEAN & I WILL STILL DO THE THINGS WE LOVE"

What friends and family say about them...

- "DAD IS A ~~SEE~~ STUBBORN OLD COOT"
- "I TRY TO ENGINEER SITUATIONS SO BARRY FEELS HE IS STILL IN CONTROL" (JEAN)
- "I KNOW WE WILL STILL BE ABLE TO GO AWAY, BARRY WILL MAKE SURE HE IS READY" (JEAN)

We were surprised that...

BARRY + JEAN WERE NOT AWARE OF THE SERVICES OFFERED BY OUR CLINIC, EVEN THOUGH THEY LIVE QUITE CLOSE.
BARRY'S INDEPENDENCE IS EXTREMELY IMPORTANT. HE IS ASHAMED THAT JEAN HAS TO LOOK AFTER HIM & HIDES HIS PAIN FROM THE KIDS

Persona ...



Name: BARRY
Age: 71 Gender: MALE

Details relevant to our challenge...

BARRY HAD A STROKE, JEAN WAS INSTRUMENTAL IN ENSURING HE WAS TREATED QUICKLY.
BARRY NOW RELIES ON A REHABILITATION PROGRAM TO RECOVER PROPERLY

Details ...

Family and Work details...

- MARRIED TO JEAN (70 YEARS)
- RETIRED, WAS A BANK MANAGER IN SMALL BRANCH
- JEAN ALSO RETIRED
- 3 CHILDREN: NOW 45, 42 & 40 YEARS WITH A TOTAL OF 7 GRANDCHILDREN (24 YEARS → 17). ALL LIVE IN SAME TOWN.
- LIVES IN REGIONAL NSW, OUTSKIRTS OF THE TOWN.

Life Goals and Dreams...

- BE THERE, WITH JEAN, FOR GRAND KIDS → help with school & daycare
- MULTIPLE HOLIDAYS WITH JEAN, IN AUSTRALIA & ALSO ENGLAND/ EUROPE
- KEEN GARDENER
- MAKING SURE HE & JEAN ARE INDEPENDENT AS LONG AS POSSIBLE - NO NURSING HOMES EVER!

Health Goals...

- KEEP FIT - WALKS TO GET PAPER EVERYDAY, THEN DOES CROSSWORD WITH JEAN OVER BREAKFAST, THEY LIKE THE OUTDOORS.
- ABLE TO TRAVEL WELL
- HAS HIGH BLOOD PRESSURE & TAKING MEDICATION
- GAVE UP SMOKING 10 YEARS AGO
- COULD LOOSE 10 KGS.

PERSONA SUMMARY EXAMPLE



Barry, (71) Attending rehabilitation after stroke

Barry is a fairly fit 71 year old who had a stroke recently. His wife Jean was able to get him to hospital quickly and he is now accessing rehabilitation services to regain his strength and mobility.

Barry and Jean used to focus on and spend a lot of time with their grand children. They are keen to continue travelling and also ensure they are independent as long as possible.

It is important to Barry that he is still seen as the decision maker and patriarch of the family. He feels anxious and ashamed if the family see him struggling.

Barry wasn't aware of all the rehab and other services offered by the clinic. He was surprised and annoyed that no-one told him that the services existed so close to home. He discovered it by chance.



Quotes

"Jean and I will still be able to do the things we have planned"

"I am still the protector and head of this family"

"I am ashamed I have to ask for help so often"

"I try to engineer situations so Barry is still in control "(Jean)

Key Points

Barry and Jean were not aware of the services available – both allied services, treatment options and other services like transport.

Independence is extremely important. He feels shame and hides pain rather than look vulnerable to his family.