How to Write a Persona

A user persona is a tool commonly used in the Innovation process. It helps to answer questions like “who are we designing this product for?” and “what motivates this group of people?”. Knowing this will help us ensure the product we design will meet the real needs of its users. It helps inspire and set parameters.

Things to include:

- About them - age, family, job
- Potential pains (and gains) of engaging with the new product we’re designing for them
- A photo that represents the person you’ve described
- Summary of what they think about the Marie Curie, if they know Marie Curie

Example

Progress Paula, 27

She wants to progress in her company/sector and be recognised as a high-performer.

Paula is a care worker who lives in Birmingham.
She lives in a house with her child.

She thinks about work a lot at home and worries about her clients. She takes on extra shifts and responsibilities partly because she feels responsible and partly because she wants to maintain a good reputation, which doesn't leave time for much else.

"I'm really passionate about my work, I love helping people"

"I'll make an effort to change things for me so I can progress in the sector"

"It's clear to me that I want to be a manager. I want to learn more skills to progress in this company"
"My colleagues don't pull their weight "



"I've spoken to my manager several times about issues at work, but nothing seems to change"

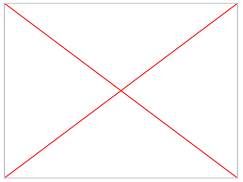
Pains

- Guidance - Lack of guidance and support about how to get ahead in her career frustrates her.
- Guidance - Company doesn't provide training and progression opportunities.
- Soft skills - She doesn't know how to communicate with her boss.
- Soft skills - Her colleagues doesn't listen to her ideas to improve things at work.

Gains

- Learning - Reliable training that fits her lifestyle and helps her to get ahead.
- Planning - A tool that fits her current schedule. She only has a couple of hours every week after work.
- Community - Not feeling isolated with the problems she is facing.
- Type of Content: Engage with your colleagues on common issues, Start your own business and How to Step up

Template



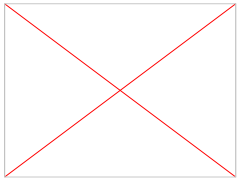
Name, Age

- About them - age, family, job

What they think of Marie Curie

Gains

Quotes



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