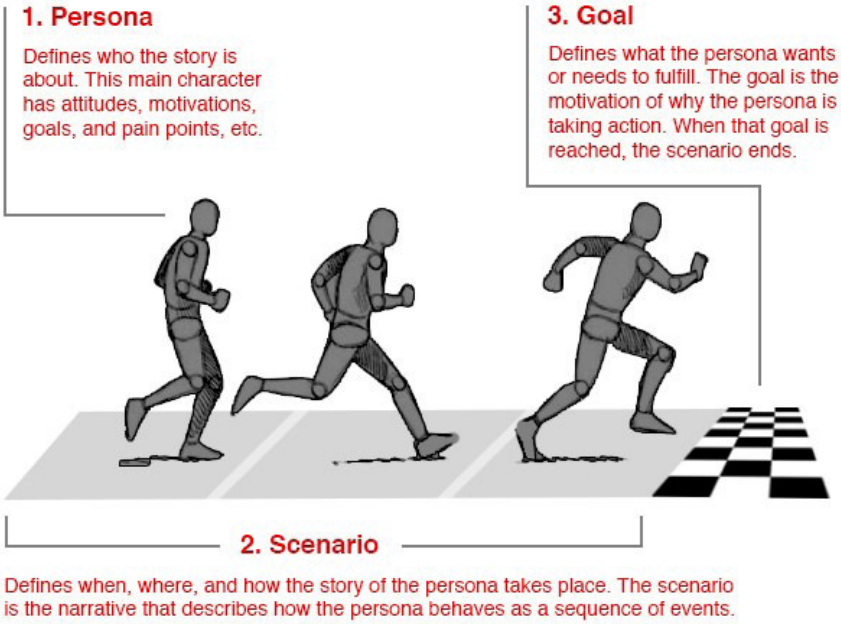
# Class 1: Personas




**Class Agenda**

Introductions & Goals

Personas 101

Observation-Based Research

Data-Based Research

Proto-Personas

Empathy Maps

## What are Personas?

Snapshot of a type of user base. Represents a significant portion of people in the real world.

- They *are not* thousands of individuals
- They *are* a memorable cast of characters

## Examples

PERSONAS

### Iggy the Influencer

Age: 36-45
Gender: M
Marital Status: Married
Education: Bachelors
Readability: Grade 18+
Career Type: Freelance
Career Stage: C-Level or higher
Income Range: $41k-$70k

Iggy is an influencer who lives online. no decision is made in his life without first checking the web, and thus he has earned a very strong following in the content marketing industry. He works as a freelancer but has a background in web development, SEO, PR and digital marketing.

### Wendy the Writer

Age: 26-35
Gender: F
Marital Status: Single
Education: Some College
Readability: Grade 18+
Career Type: Steadily Employed
Career Stage: Entry_Level
Income Range: $41k-$70k

Wendy is a freelance writer and content curator. She has a base knowledge of content marketing, but identifies as a creative writer first. She runs her own blog and is always looking for actionable tips on how to increase engagement on her blog and through social media, tips and tools to manage work flow and SEO.

### Marketing Mark

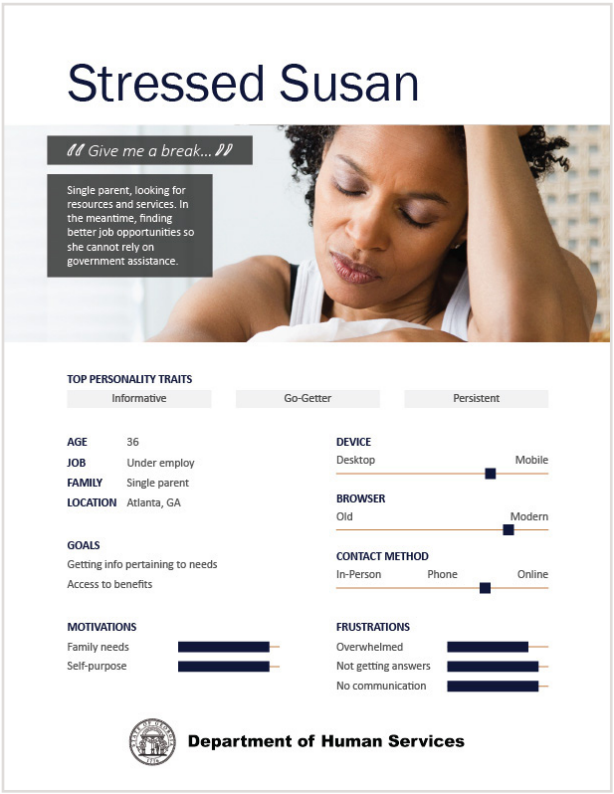
Age: 26-35
Gender: M
Marital Status: Single
Education: Bachelors
Readability: Grade 13-15
Career Type: Steadily Employed
Career Stage: Senior Management
Income Range: $71k-100k

Mark is a marketer and is always looking for trending content and industry news. Mark is connected to the internet all day, every day, so to get his attention, you either need brand news, actionable information or a completely unique approach. Mark loves workflow-tool pieces and data backed case studies.

### CEO Cecilia

Age: 26-35
Gender: F
Marital Status: Single
Education: Bachelors
Readability: Grade 16-18
Career Type: Steadily Employed
Career Stage: Senior Management
Income Range: $71k-100k

Cecilia runs a big company and is on the lookout for ways for her company to run more efficiently. She gravitates towards articles that offer ways to simplify your workflow, basic managment tips, and tools to improve day-to-day efficiency. Cecilia always keeps ROI in mind and articles she reads do too.



## Observation-Based Research

Interview and observe enough people.

- Find patterns in responses & actions
- Group similar people together

Create archetypical models of those groups, based on the patterns found.

Assumptions *are not* stereotypes. Base assumptions on *real* people, *real* cases, *real* scenarios.

This works best in a team. Talk with co-workers who interact personally with users.

## Data-Based Research

A single piece of data can't tell you everything, but when you put together several pieces, you can draw conclusions.

- Analytics
- Sign up, Registration, etc.
- Call Center Logs

## Proto-Personas

1. Character Development
    a. Describe people who regularly use your agency's website.
    b. Explaining who they are personally and professionally.
2. Empathy Map
3. Character Refinement
4. Syndicate and Present

## Empathy Maps

Bring personas to life by looking at users' feelings, thoughts, influences.

Articulates what we know about a persona's mindset. Shows user's *perspective* of the tasks.

**Goal:** To build empathy for your users

## Example: Persona vs. Empathy Map

### ERIN

Kindergarden Teacher
Married, No Children
Jersey City, NJ

### DILIGENT BUT FRUSTRATED RECYCLER

Will go the extra mile to recycle.
Tension between recycling aspirations & the reality of daily life.

### PAIN POINTS

- Cannot compost in urban environment
- Collects batteries and doesn't know what to do with them
- Would like to recycle different items but doesn't know how
- Uses reusable bags but sometimes forgets to bring them with her

### NEEDS

- Would like to find recycling options for items not picked up by her local town
- Reliable place to learn more about recycling rules
- To see that her individual effort is making a difference

### SAYING

- Not a tree hugger
- It's not difficult to do - 10 mins
- I'm not 100% perfect
- Composting is educational, brings family together - teamwork
- Father made recycling fun
- Confused about household batteries

### THINKING

- Not a radical, push my beliefs onto others
- It's what you do!
- USA generates so much waste, we as a society need to be responsible
- I spent real $ on these electronics, I'm keeping them even if I don't use them
- Can I recycle this?

### DOING

- All standard house recycling
- Fresh Direct
- Drive to recycling center
- Goes to Staples for ink cartridages
- Tried to compost in urban environment but neighbors complained
- Kept old electronics even if had new ones
- Sell old electronics or donate them
- Use reusable bags, water bottles, buy less
- Keeps old house batteries in a box

### FEELING

- Statisfaction
- A matter of pride - when they can measure their personal trash reduction
- Frustrated that people don't take it more seriously
- Guilt US top waste producer - impacting Earth and 3rd world
- Feels conflicted about her role as a consumer
- Feel empowered if given clarity & knowledge

OBSERVED ◄----------► INFERRED

## Why is this important?

- Brings the user to life
- Easily understood by anyone
- Helps create focus on specific goals
- Helps orgs understand who their content is for
- **Helps make informed decisions**

## Homework

**Complete:**

- Personas
  Talk to coworkers!
- Empathy Maps
- Day in the Life

**Bring:**

- Personas
  Ready to "introduce"
- Empathy Maps
- Day in the Life

## Next class:

**Citizen Journey Mapping**