

Persona Profile

Implementation Guide

Material:

Pens

The persona profile describes the selected user group in more detail. It helps a team to define what constitutes the selected user group.

Execution

- > Brief introduction to the aim and procedure of the method.
- > The worksheet can be completed individually or in a team.
- > Describe an exemplary person from your chosen target group: give the person a name and note down what makes this person special.
- > The aim is to make this exemplary persona tangible in order to gain a clearer picture of the target group for which ideas are to be developed.

Tip:

Use the opportunity to visualise the persona and perhaps show whether they wear an expensive watch on their wrist or typical clothing.



Name

Age

Profession / Position
Since when?

How do others perceive this person?

What drives this person?

What else defines this person?