

# PERSONAS

## Cheat Sheet

A persona is a rich description of a fictional person who exemplifies a specific group of people.



Personas help us achieve empathy and challenge new ideas.

PERSONA (SMAPLY PDF EXPORT)

### 1 PORTRAIT IMAGE

A photo or sketch expresses a persona's character, goals, or motivations. Avoid celebrities to prevent being biased and to increase authenticity.

Gender-neutral sketches or photos showing common attributes, goals, tasks, or behaviors can be used to avoid gender normative assumptions.

### 2 ICON AND COLOUR

For easy orientation in other tools, pick a matching icon and color. The small stripes on the icon mark that this is a persona – other than a simple stakeholder with no additional characteristics.

### 3 SHORT FACTS

Age and gender help to specify your persona further. Initials are used as a short name for easy overview in complex maps.

### 4 NAME AND DEMOGRAPHICS

A name can be used to identify a persona or refer to a persona in a team's conversations.

Demographic information, such as age, gender, or geographics, gives context to a persona and immediately creates a specific image of a certain target group for a design team. That being said, demographics often lead to stereotypical assumptions so it should be used carefully.

### 5 QUOTE





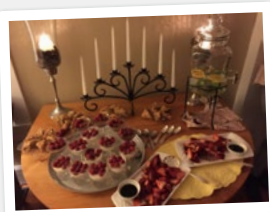
A quote summarizes your persona's attitude in one sentence. This is easy to remember and helps team members to empathize quickly with a persona. Ask yourself: what would help team members to empathize with this fictional person?

### 6 DESCRIPTION

There is not one recipe to describe a persona. Use this field for further stories and characteristics. What does a typical day look like? What are favorite places to go? What expectations does the persona have of our company? Add additional description fields as needed.

### 7 MOOD IMAGES

Mood images can be photos or sketches to give context to a persona's environment, behaviors, goals and motivations. What does their home or workplace look like? What's in their purse? What are their hobbies?

PERSONA	PROJECT	EXPORT DATE						
Tess	THIS IS a COPY of the project that ...	20 February 2017						
		<table><thead><tr><th>INITIALS</th><th>AGE</th><th>GENDER</th></tr></thead><tbody><tr><td>TES</td><td>32</td><td>female</td></tr></tbody></table>	INITIALS	AGE	GENDER	TES	32	female
INITIALS	AGE	GENDER						
TES	32	female						
	NAME	Tess						
	OCCUPATION	Entrepreneur						
	NATIONALITY	French						
	MARITAL STATUS	--						
	QUOTE	"Why not?...Let's go for it."						
	DESCRIPTION	<ul style="list-style-type: none"><li>Tess is an entrepreneur and community builder.</li><li>She enjoys exploring problems whose answer can't be easily solved.</li><li>She describes herself as tenacious and imaginative.</li></ul>						
	PROFESSIONAL GOALS	<ul style="list-style-type: none"><li>Create meaning and positive change in my community.</li><li>Develop a tools that improve access to everyday services like financial services, healthcare and education.</li></ul>						
	WHAT SHE EXPECTS OF OUR COMPANY.	<ul style="list-style-type: none"><li>That our software is intuitive.</li><li>That we are constantly creating new tools for understanding customer experience.</li></ul>						