$1,000,000+
Why are we here again?
1. Understand personas and protopersonas, why we use them, when we use them
2. Learn how to run a protopersona workshop (by doing it!)
3. Move quickly from your protopersonas to validated personas...and use them
Personas - Myth or Fact?

Let’s get on the same page.
Personas are public information.
Myth or Fact?

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Myth or Fact?

Personas represent each of your user groups.
Personas represent each of your user groups.
A persona is an average of a user group.
A persona is an average of a user group.
Myth or Fact?

Personas focus on goals, behaviors, and needs.
Personas focus on goals, behaviors, and needs.

✅
Myth or Fact?

Personas are made up by your team.
Myth or Fact?

Personas are made up by your team.
Good Personas

- Used as an internal communication tool
- Represent each of your user groups
- Offer an example, not an average
- Focus on goals, behaviors, and needs
- Made from research, not made up
Add persona example

TECHIE  AGGREGATOR  PROFILER
SAVVI  EDUCATED  SELF SERVING
MOBILE

ADVANCED  SMART  OFFICE
ASPIRES  INEFFICIENT  BUSY
SOCIAL  PET

MANAGER  SELF RELIANT
ADVANCED  SMART  PROBLEM SOLVER
MARKETING
CREATIVE

DECLARER  PR MANAGER

STUDIO CONSULTANT
**Bio & Demographics**
- Late 30s Latino male
- Professor, Biblical Studies, pre-tenure
- Married with 3 kids
- Multilingual

**Emotions & Behaviors**
- Overwhelmed by commitments
- Busy family life
- Too many irons in the fire
- No time for immersion but wants it
- Feels underappreciated

**Goals**
- To get tenure
- To have time to write and publish
- To be known in field
- To create a retreat center one day

**Solutions**
- Give him first book grant
- Get support from school
- Give him simple steps/requirements
- Help him to be a successful applicant
- See his value not just as a minority
Not for public distribution!
Protopersonas

What you start with
Protopersona workshop
Give your workshop participants a template to work from! It’s basically an outline of how your final persona will likely look.

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<th>GOALS</th>
<th>“What is something typical this person would say?”</th>
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Workshop Time

Learn by doing
Exercise - Choose one traveler:

- Corporate Executive
- Singer, Entertainer, Producer
Important Workshop Details

- Think about how to divide your user groups
- Start with 1 - 3 personas at first
- No more than 15 minutes per persona
- Avoid getting lost in demographic details
- Get people who really know the users
- Give them a template to work from
Help your protopersonas grow up!
Speedy Strategies

- Assume it’s a working draft. “This is probably wrong.”
- Get your personas in front of those who work with that type of person.
- Show your personas to people in the user group themselves, asking the “conference question”.
- Keep making adjustments until it’s accurate.
General Manager - NHL

Steve - Seattle Seals 7 yrs. 46 M. former player

How can we make us better?
Not for public distribution!
Now What?

How to actually use your personas
Use Cases for Personas

- Get and keep people on the same page
- Remind teammates of users at kickoff
- Onboard new employees quickly
- Combine with Jobs To Be Done (JTBD)
- Combine with customer journeys
- Attach them to JIRA tickets
- Adjust your language to the words that your personas use
INDIEGOGO
Questions

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