

Practical Personas Under Pressure

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\$1,000,000+

Goals

Why are we here again?

Goals

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

90
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PROD

MELISSA EGGLESTON



TEAMWORKS

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Personas - Myth or Fact?

Let's get on the same page.

Myth or Fact?

Personas are public information.

Myth or Fact?

~~Personas are public information.~~

Myth or Fact?

Personas represent each of your user groups.

Myth or Fact?

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Myth or Fact?

A persona is an average of a user group.

Myth or Fact?

~~A persona is an average of a user group.~~

Myth or Fact?

Personas focus on goals, behaviors, and needs.

Myth or Fact?

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

TECHIE AGGREGATOR

SAVVY
EDUCATED
MOBILE

STARTUP
PROFITER
Self
servin'



DEVELOPER

ADVANCED smart

ASPIRES

SOCIAL

educa-
-ted

office
INEFFICIENT
BUSY



PR MANAGER

MANAGER SELF-RELIANT

Advanced
SMART
PROBLEM
SOLVER

SAVVY
expert
CREATIVE



STUDIO CONSULTANT

Bio & Demographics

- Late 30s Latino male
- Professor, Biblical Studies, pre-tenure
- Married with 3 kids
- Multilingual

Goals

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

Andre Ambitious



"I need more time to focus on writing and publishing."

Emotions & Behaviors

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

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

ATHLETE



Hannah

Midfielder, Soccer, Senior

Business



Not for public distribution!

to manage stress
and time better

being in the dark/
not knowing what's going on

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.

ATHLETE



Jack
Position, Sport, Year
Major, Hometown

GOALS

-
-
-

"What is something typical this person would say?"

BEHAVIORS

-
-
-

TECH SKILL & DEVICES

NEEDS

-
-
-

FRUSTRATIONS

-
-
-

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

Personas

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.
former player

7 yrs. as G.M.

"How can you make us better?"

Not for public distribution!

GENERAL MANAGER - NHL



Steve

General Manager, Kansas City Crown
15 yrs with organization

Not for public distribution!

not performing

- Player injuries

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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