Persona Checklist

DESCRIPTION

This job aid is a tool for creating an effective persona to better understand the needs, experiences, attitudes and goals of an intended stakeholder when creating a new product or service.

WHEN TO USE

At the beginning of the research process (persona based on assumptions) and after the research (validated persona).

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PAIRS WELL WITH

- Empathy Mapping (DDN2-J03)
- Journey Mapping: Visualizing the User's Journey (DDN2-J04)
- How to Compose a Point-of-View Problem Statement (DDN2-J06)
- Stakeholder Mapping: Identifying and Engaging with Interested Parties (DDN2-J07)

PURPOSE

Use this persona checklist to create a structured representation of your target stakeholder (i.e., core users, extreme users, etc.).

DESIRED OUTCOME

A structured representation of your target stakeholder containing:

- Information about the persona
- Service use behaviour
- Relationship with service

HOW TO USE

1. Collect all the necessary information.
2. Fill in the following persona checklist.

Persona Checklist

Name, pronouns, age, job, and location
Think about their logistic needs, accommodation requirements, psychological safety, social needs.

Service use behaviour
Which services do they use?

Relationship with service
What relationship do they have with the services? Do they know about the services? Are they new to them?

Overview
Write a couple of paragraphs about who this person is to get into the mind of the persona.

Where do they access those services?

Quotes or attitudes
What would they say? What are their beliefs and attitudes?

How do they access those services?

Barriers
Why might they not engage with the services?

Underlying motivations or goals.
What drives them? Why do they have those needs?

Frustrations or concerns
If they already engage with your services, what are the negatives they experience?

Opportunities
What specific opportunities are there for this persona?

Key needs
What do they primarily need from the services?

Relevant content
What specific content would this person be interested in?

Primary actions
What do we want them to do first? (This helps create focus.)