# PERSONA

The aggregate field research and insights are useful for creating semi-fictional characters, known as personas. Merging shared characteristics, motivations, and backgrounds of people you spoke to such as potentially non-toilet users, users looking to upgrade their sanitation or hygiene products, and aspiring entrepreneurs will help shift the focus from individuals to what is best for these groups.

## OBJECTIVE

A well developed 'persona' based on research serves as a resource that can be referenced throughout the design process to keep your target audience at the center of the design.

## WASH-HCD CONNECTION

While WASH needs can vary person to person, segmenting and summarizing the shared characteristics of different groups in your audience of focus allows project teams to design, test, and implement more impactful solutions.

## TIMING

Approximately 1 - 1.5 hours

## MATERIALS

- TEMPLATE
- PAPER OR NOTEBOOK
- PENS OR PENCILS

## STEPS

1. **Review field notes and insights.** Look for similarities and differences between participants in the DISCOVER phase. Discuss, as a team, how to group the relevant information. Categories might evolve along the way.

2. **Name each group. Decide on a way of naming each group.** Choose imaginative names based on individuals or groups important to the project. Ensure that everyone is satisfied with the names as these groups are the foundation of the personas.

3. **Complete the persona template.** For each individual or group, describe a fictional archetypal character, based on the aggregated information from the profiles in each group. Describe each unique group. Talk about the person in the 1st person, "I am/I like/ I prefer/I enjoy."

4. **Present and choose personas.** Present the completed personas to the entire team. Vote on the personas you will be designing for.

5. **Write needs statements**. Write many key needs or issues from the point of the view of the persona. Select 3 for each profile. Now that you know who you are designing for and which needs you want to fill, you are ready to start designing!

# PERSONA

## NAME

Cartoon or Photo
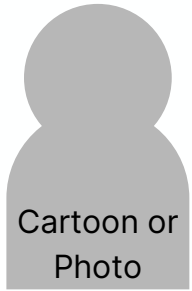
Segment

Occupation

Gender

Age

Home town

Marital status

Family/Friends

Interests/Hobbies

Short bio

## QUOTE

What is a typical quote that represents the persona's objectives?

## MOTIVATIONS

What drives this persona?

## GOALS

What are the goals that this persona tries to achieve?

## FRUSTRATIONS

What frustrates this persona?

## ENABLERS

What enables this persona to achieve their goals?

## BARRIERS

What obstructs this persona from achieving their objectives?