PARTICIPATIVE TECHNIQUE TEMPLATE



Name of the technique:

Personas (see example on the following page)

of participants: Maximum number of participants:

er **5** (to build a persona)

2

Objective of the technique:

- Identify stereotypes
- Empathise
- Create a sense of ownership-consensus building among participants

Instructions step by step:
1. Building the persona

Inspiration material

Imagination

2. Using the personaDefine the set

is used

of the persona

Instructions on what to include

• Output: template; story; movie

• Define how often each persona

• Reporting/feedback on the use

- Represent the users in a design process
- Can be used to validate a solution

Specific context requirements:

- Inspiration material (pictures)
- Critical characteristics of the persona must be known



Required materials:

- Paper/posters and pictures
- Different levels of templates
- Bring in personas → build during the workshops

Advantages:

- Multiple personas
- Emotional dimension
- Improve the quality of participation of workshops, group dynamics
- Participants are forced to take another perspective than their own
- Strenghtens creativity and motivation

Disadvantages:

- Danger of confirming stereotypes
- When the persona becomes too predictable
- Risks of privacy (when having done interviews)
- Project the own stereotypes into the persona

When to use:

- Versatile \rightarrow after diagnosis \rightarrow management of the design process
- To test/validate









ADRIANA



RECRUITMENT / SELECTION / PROMOTION / CAREER MANAGEMENT

AGE: 23 GENDER: Female SCIENTIFIC FIELD: Gender Studies Gender Studies Expert (MA). Lisbon, PT. Single.

Adriana recently moved from Brazil to Portugal following the completion of her Master's degree. She relocated with the intention of pursuing a doctorate and is currently seeking a position as a Ph.D. canidate and Research Assistant at the Universidade de Lisboa. In addition to her studies, Adriana is a feminist activist and is an active member of several gender equality organizations.

"I applied for 3 grants in research projects and was rejected after the interviews with female recruiters."

"I learned that speaking up my mind does not help with getting a job, or perhaps it's just my accent."

PRIORITIES

He

GOALS & MOTIVATIONS

- To get her Ph.D.
- To continue to improve conditions for women, both in the workplace and elsewhere
- To assimilate into the Portuguese culture while maintaining her Brazilian identity
- To increase her political activism

FRUSTRATIONS

- Cultural differences seem to be hindering her pursuit of a position
- Feels that being both a woman and Brazilian puts her at a significant disadvantage
- Despite her impressive grades and extracurriculars, she's having trouble finding a place at the university

PERSONALITY

Introvert	 	 	 -	Extrovert
Observant	I	 	 -	Intuitive
Thinking	I	 	 -	Feeling
Judging	I	 -	 ⊣ P	rospecting
Thinker	—	 +	 -	Doer

Career Work-life balance Do it alone Do it alone Do it alone Do it together

ATTITUDE TOWARDS GE

Resistance					 Support
Passive	⊢	+	+	+	 Active

Additional notes:

Though her immediate family remained in Brazil, Adriana has an aunt and uncle who live in nearby in case of need.

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