

# PARTICIPATIVE TECHNIQUE TEMPLATE

Name of the technique: **Personas** (see example on the following page)

Minimum number of participants: 2

Maximum number of participants: 5 (to build a persona)

## Objective of the technique:

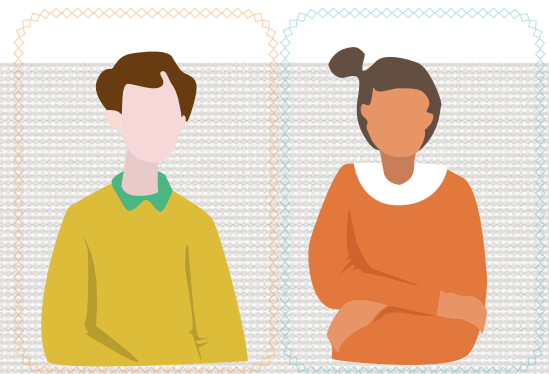
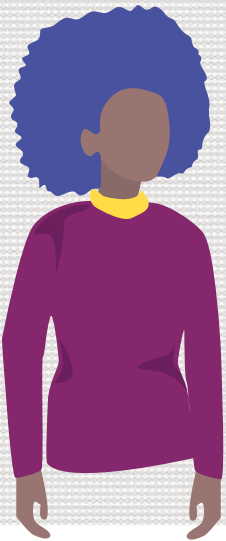
- Identify stereotypes
- Empathise
- Create a sense of ownership-consensus building among participants
- Represent the users in a design process
- Can be used to validate a solution

## Specific context requirements:

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

## Instructions step by step:

1. Building the persona
  - Inspiration material
  - Instructions on what to include
  - Imagination
  - Output: template; story; movie
2. Using the persona
  - Define the set
  - Define how often each persona is used
  - Reporting/feedback on the use of the persona



## 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
- Strengthens 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 → after diagnosis → management of the design process
- To test/validate





*"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 824536". This document reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*