



PERSONA MAPPING MADE SIMPLE

PROCESS AND TEMPLATES



**1 PERSONA
PROCESS**



**4 PERSONA
MAPPING
OPTIONS**



THE PERSONA MAPPING PROCESS

How to create a fit-for-purpose Persona Type?
Follow these steps and apply them to your Persona.

Start with the Goal

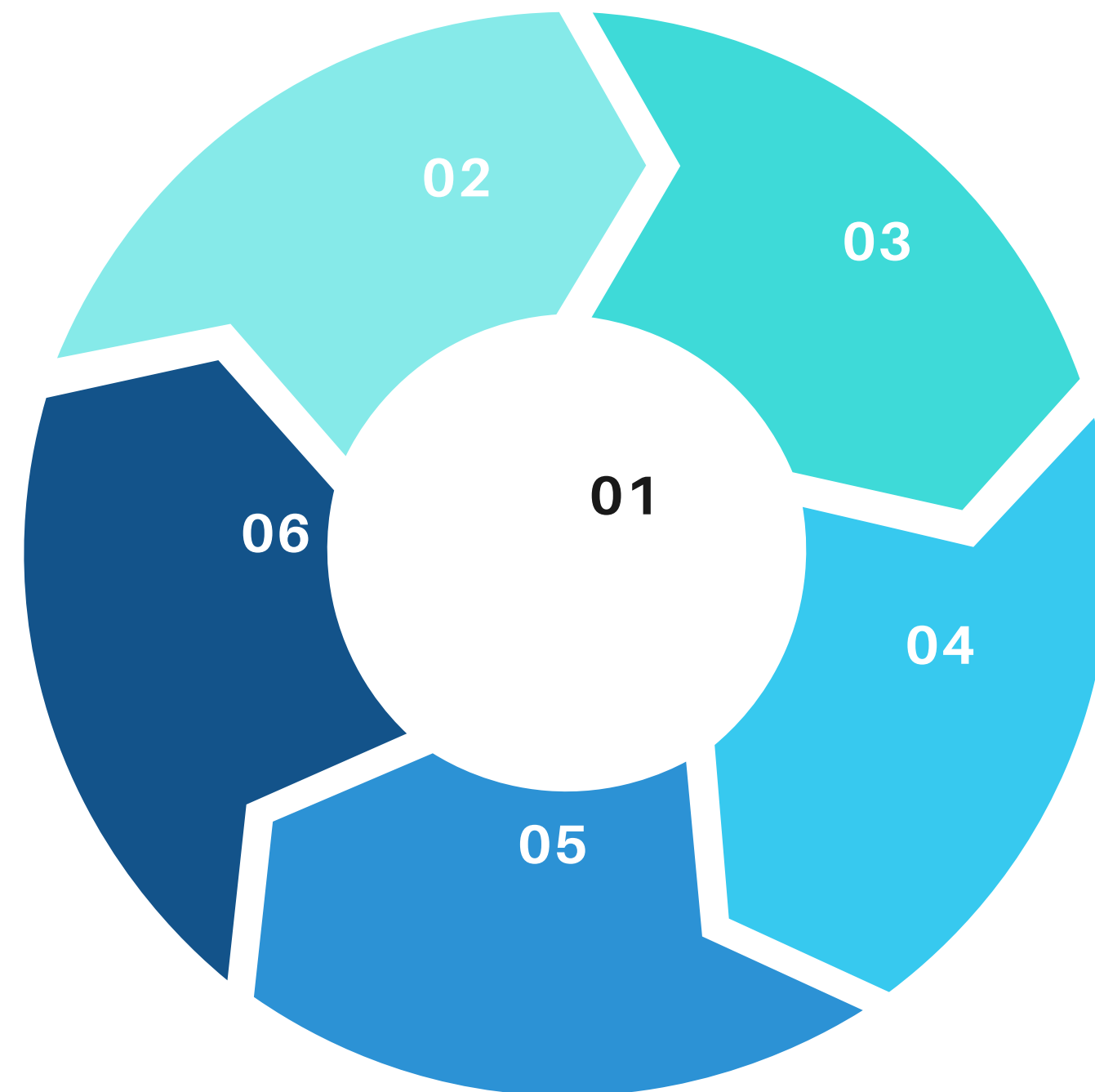
How will you use this Persona?
What is the ultimate Purpose?

Define the Persona

Use Data and Anecdotes to
create an understanding of the
'person' behind the persona.

Ideate

Get creative, use idea
generation techniques to
explore the options.



Develop the hypothesis

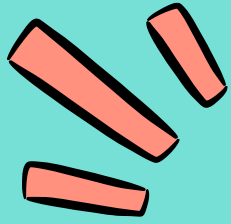
Create a Storyboard to review
the Persona in action.

Validate

Test the Storyboard with a mix
of users. Confirm data and
context accuracy.

Iterate

Refine the process to ensure
your Persona is true to the
situation and goals.



WHO IS THE PERSONA

Create a Character and develop the Role.

PERSONAL DETAILS:

BIOGRAPHICAL DETAILS:

PERSONAL PREFERENCES:

CURRENT PROBLEMS:

GOALS AND ASPIRATIONS:

Spend time here to understand before you start solutioning

who is this Persona? A (a drawn picture makes it real)



THE DESIGN THINKING PERSONA

Understanding a Persona Role to develop a solution, product or process.



Needs

What does Role Require?

Wants

What will fulfill this Role?

Feels

What emotions does the Role have in this context?

Thinks

What does the Role consider in this context?





THE GOAL FOCUSED PERSONA

How to map a Role's Goal execution.

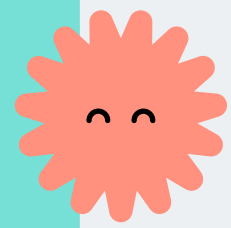


What is my Goal?

What will I do to get there?

Who can help me?

What does Success look like?





THE HERO PERSONA

Creating a Hero Role to share your vision or idea.



Who

Who is your Hero?

What

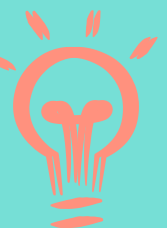
What drives them?

Why

Why do they face these specific challenges?

How

How will the Hero Transform at the end?





THE INTERACTIVE PERSONA

Understand the relationships between Roles to evaluate a process and outcome.



Role 1 - User

The Key Role being assess

Role 2 - Support

A Role critical to the outcome

Role 3 - Customer

A Role benefiting from the outcome

01

02

03

04

05

