

DEVELOPING

PERSONAS

2A



DEVELOPING PERSONAS

A persona is a tool that is repeatedly used in innovative human-centred design processes: it enables us to bring the data collected during the immersion step to life. Personas are virtual portraits of your visitors; they enable you to keep a close eye on their needs, habits, aspirations and personal projects, so as to better anchor the design process in reality.

Keep in mind that the aim of this tool is not to provide you with a picture of a real person; rather, a persona is a generic, even idealized, depiction of an individual, but one that brings together the key elements of a whole category of target audiences. Design guided by personas makes it possible to reach a greater number of people according to concrete attributes, as well as better delineate design choices based on real parameters.

- It is essential that your persona be created on the basis of real data, so use the data gathered during the immersion step.
- Another way to bring your persona to life is to include a quote from one of the interviews that provides a good summing up of the profile you've created. The livelier the depiction, the more likely will be the feeling of serving a real person!
- Other tools can also be employed to provide a broader description of your persona in action. For example, you could use the visitor experience tool (4A) to bring your persona's characteristics to life within an existing mediation situation.



Persona chart

Persona photo or drawing

First name

Occupation

Age

Place of residence

PERSONAL INTERESTS AND ASPIRATIONS

MUSEUM HABITS

Preferred types of museums

Best museum memory

IN THEIR OWN WORDS

Reasons behind museum visits

Worst experience in a museum

Their notion of a museum



Persona chart

DIGITAL HABITS

Most-used device

Ancillary device

Utilitarian application uses

Utilitarian application uses

Digital entertainment

Digital entertainment