Define a Persona

Create an archetype of your users from end user interviews to guide future design decisions.

Why To
Define a Persona

"Personas" are user archetypes developed from research interviews. They encompass the users' goals, desires, and tasks.
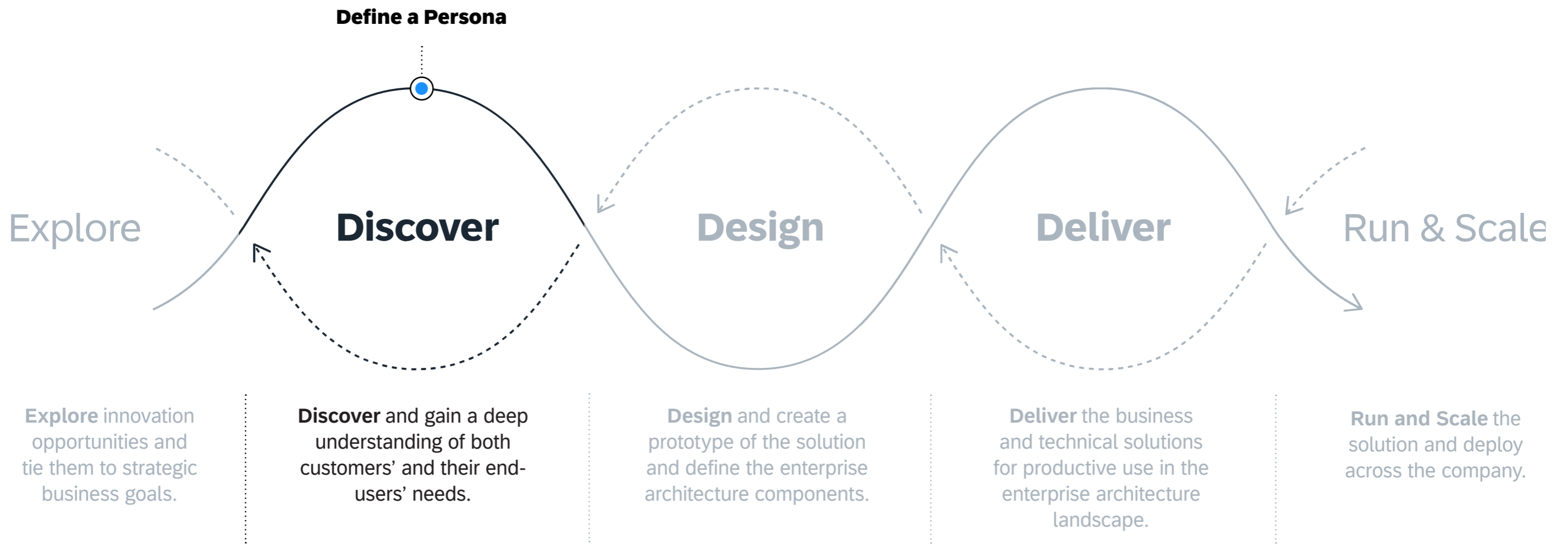
Personas help guide future design decisions by giving a human face to otherwise abstract data. They further help the team to have a common understanding of the end users.

Explore

Discover

Design

Deliver

Run & Scale

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When To
Define a Persona

In the Discover Phase, personas are used to define a specific target user for the given challenge. Personas can be developed from interviewees' responses about their needs and goals, which may be experiential or professional, as well as short-term or long-term. Articulating these goals helps inform design decisions as the project progresses. A well-crafted persona serves as a North Star, guiding the team's decisions throughout the project.

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Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: **https://apphaus.sap.com/approach**

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How To
Define a Persona

Duration
15 - 30 Minutes

Participation
3 - 5 People

Roles
Designers, Business Leads

Use Input From
Field Research

Steps

1 Include typical characteristics of users: face, name, age, educational background, etc.

2 In context of the design challenge, describe:
• What is their role?
• What is the goal they are trying to achieve?
• What are the tasks to achieve the goal?
• What are the triggers for those tasks?
• How frequently do they complete those tasks?

3 Outline the persona's likes and dislikes.
• What does the persona enjoy or appreciate?
• What frustrates or annoys the persona?

4 Visualize what you collected:
• Draw a portrait of your persona.
• Describe or sketch what their environment looks like.

Expert Tips

Understanding the users within the use case is a prerequisite for effectively leveraging this tool.

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Example
Persona

Persona: Michael, 29-year-old forklift operator.

Demographics

My Name
Michael

My Age
29

My Education
High School A-Level Company High Education Program

My Background
Former Craftsman 10 years at the company was in production line

Activities

My Role
Forklift Operator

My Competencies
Power User — — — Casual User
Proactive — — — Reactive
Team Worker — — — Lone Fighter
Global Focus — — — Local Focus
Innovative — — — Conservative

My Goal
To be efficient Bringing value to company

My Trigger
Production Order E-mail change request

My Tasks
Supply Production Channels Return goods to basement

Frequency
☐ Hourly   ☐ Weekly
☐ Daily   ☐ Monthly

Work Context

I work with ...
Channel Operator Truck Driver

My environment looks like...
Forklift cabin with touchscreen Shared office with desktop

Feelings

What motivates me?
Wants to learn more Feels he's part of the company Team loyalty

What frustates me?
Double work of relabelling

Too much information on the screen Scanner Quality

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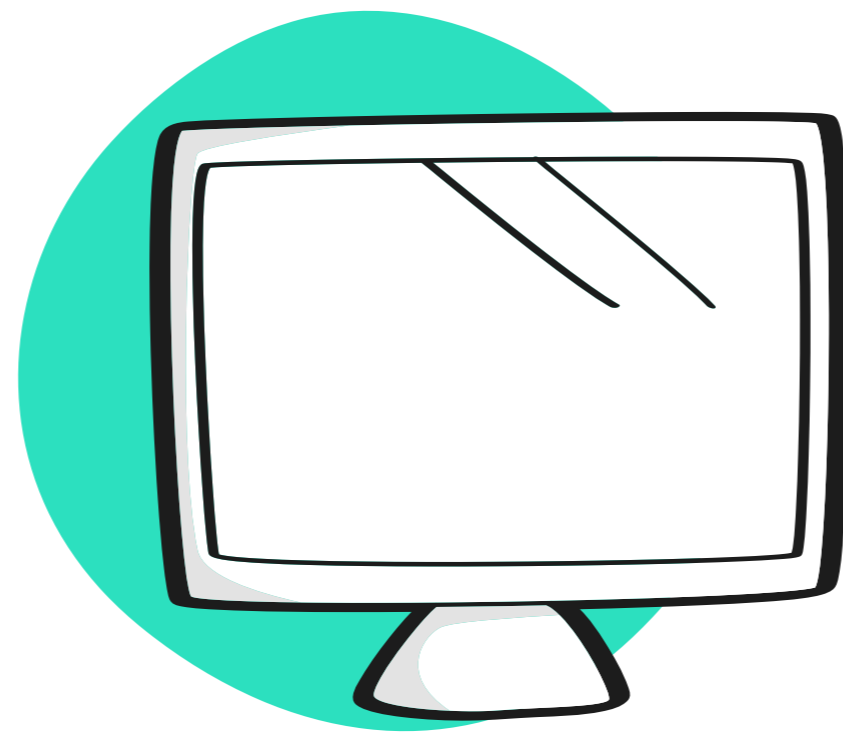
Virtual Collaboration Template

MURAL Template

Persona

⬡ AppHaus

Consolidate your research results into personas (one persona per user group).
Create a character to which you can emotionally connect and which represents the key facts for your challenge and user group.

Demographics
some basics about who your persona is

My Name
pick a real name, representing the gender and age

[First Name]
[Last Name]

Draw or paste a portrait of your persona

My Age
a number, not a range

[Age]

My Education
most important education paths

My Background
everything non education, maybe surprising

My Role
the job title of the persona

[Job Title]

My Goals
things persona want's to achieve

My Tasks
main tasks, tasks related to the challenge

Activities
details about the Persona regarding the challenge

My Competencies
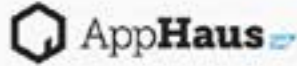move the x to the fitting level between the tendencies

Power User	✖ ___ ___ ___	Casual User
Proactive	✖ ___ ___ ___	Reactive
Team Worker	✖ ___ ___ ___	Lone Fighter
Global Focus	✖ ___ ___ ___	Local Focus
Innovative	✖ ___ ___ ___	Conservative

My Trigger
what let's the persona get in action

Frequency
move the x to show how often the persona is confronted with the challenge

✖

☐ Hourly   ☐ Weekly
☐ Daily   ☐ Monthly

Access the MURAL template*: **https://app.mural.co/template/a7e35744-db9a-4862-98c3-637536ef63d4/e132a163-634a-46fa-b4fb-7daded10c5be**

*Registration required

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