

Personas

This document is for guidance only

Purpose

This document outlines the approach and best practice to Personas definition.

Creating personas is an effective way to categorise all your stakeholders into different, more manageable groups based on their user and change needs and circumstances. This allows you to consider fully their perspective by taking into account their behaviour, user needs, intrinsic motivations. In turn, this enables you to develop tailored engagement and communication approach for each persona.

What are they?

A persona is a fictional character that you create, based on the types of stakeholders you have within your organisation, that is used to represent the different users that will use or interact with a system. Personas can capture a person's motivations, frustrations and the essence of who they are. Whilst they will be based upon people within the organisation, they should not be a character study of individuals. Instead, they are about capturing a group of people (e.g. someone who will use the system regularly vs. someone who will only have to be aware about the new system - from here you can split personas down into more detail (e.g. early adopters vs late adopters).)

Why use them?

Personas allow you to better understand your users' needs, experiences and behaviours. It is a way of recognising the different needs that different groups will have during the change process and thus allows you to tailor engagement with them. It can also help with working out the overall impact of a change on your wider organisation.

What will they look like?

There are no set templates per se for personas but there are some things that you can include within them. These are:

1. A short bio about their background

2. The length of time the person has been working at the organisation/on the current system
3. The person's motivations for changing system
4. The person's current pain points/frustrations with the old system
5. The person's concerns over the new system
6. Some demographic data (e.g. age/location/job title)
7. A quote that captures their general attitude

Below are some possible personas you may wish to consider:

1. User
 - a. User - Early Adopter
 - i. User - Early Adopter - Supportive
 - ii. User - Early Adopter - Resistant
 - b. User - Late Adopter
 - i. User - Late Adopter - Supportive
 - ii. User - Late Adopter - Resistant
2. Non-User
 - a. Non-User - Supportive
 - b. Non-User - Resistant