

3 PERSONAS

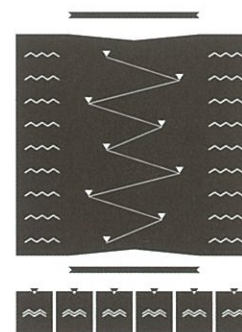
In this step, you bring together the insights acquired in the previous phase. You do this by making profiles of typical users and employees of your future service. These are fictitious characters (or personas) that capture as much as possible the various needs and desires of the different target groups.

THIS STEP IS DIVIDED IN TWO PARTS

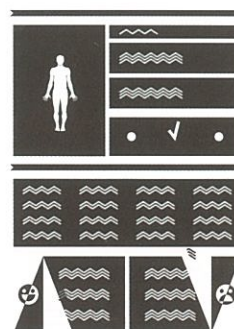
- First you identify the opposing characteristics within your target group(s) that have an impact on your service. Then you create realistic combinations of dimensions that together could constitute a single fictitious person.
- For each of your personas you create a profile that provides as realistic an image as possible of who the person is and what he or she expects from your service. In the design phase, you regularly test your solutions from the point of view of these personas.

Tip: feel free to make your personas extreme. This helps to keep your solutions "sharp".

TECHNIQUES IN THIS TOOLKIT



PERSONA DIMENSIONS



PERSONA

CHECKLIST

At the end of this step, you'll have an answer to the following question.

- ☐ Who are typical users?
- ☐ How varied are the users?
- ☐ Which opposing characteristics come up and are relevant to the experience of your service?
- ☐ What are the most important objectives of your users?
- ☐ What motivates them and what deters them?