

4.2.3. Tools and techniques to use in a co-creation process

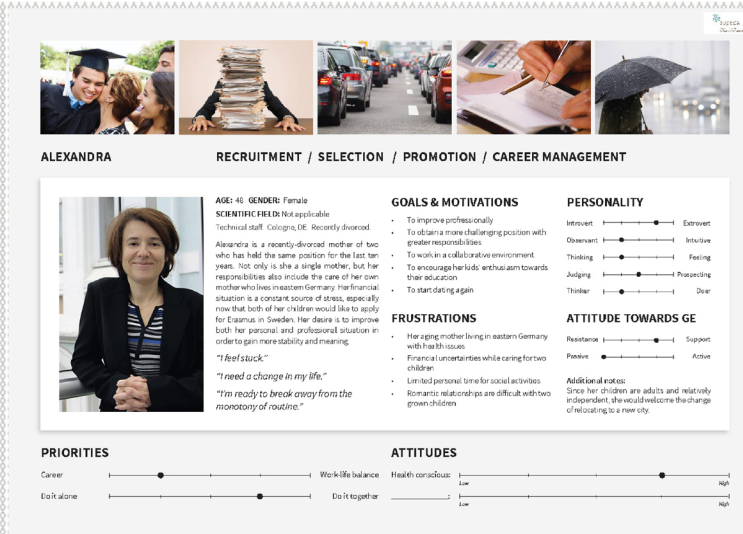
Name of the technique: **Persona**



| | |
|---------------------------------|-----|
| Minimum number of participants: | N/A |
| Maximum number of participants: | N/A |

What is a persona ?

Personas are archetypical persons involved in a journey where gender equality can be an issue. These personas are given a name, face, some personal traits, goals and tasks. Personas help to define the target group and to analyse problems and their solution from different user perspectives.



The set of generic personas developed initially is included in appendix 2

How to make a good persona?

Personas can be developed during a workshop and used only for that workshop. This will often be very simple personas, with a picture, a name, and a basic description. Making the persona and using it in the process of the workshop is enough as means to bring the user inside the design process.

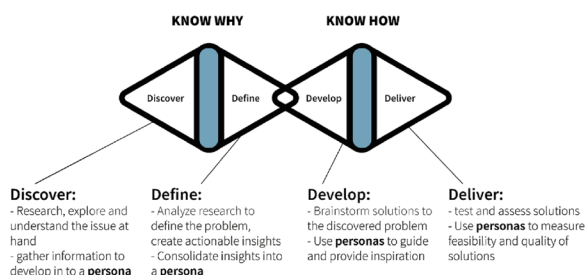
But personas can also be developed in detail before the workshop. Many organisations develop a set of personas which will be used as a tool in most of their design processes and workshops. In such a case, they all have a similar structure which can cover different dimensions, from socio-economic, over personality, to attitudes. In SUPERA, it is the ambition to develop a shared set of personas, to have a common tool used by all consortium members. Having such a set does not mean these personas should be used in all Fab Labs. Rather, they are a tool to be used whenever it makes sense. Additional personas might be needed to better fit the situation of an institution, or ad hoc personas can be developed for specific Fab Labs.

Personas should be inspiring and therefore presented in an attractive way. Combining pictures, text and charts is a good practice for presenting personas that will be used as a tool in design processes.

Another characteristic of a good persona is that it is both "real", in the sense that this persona could exist in reality, but also has some "extreme characteristics" that are relevant for the design process. For example, a person's attitude towards innovation when developing a computer application; or a form of impairment (sight, mobility) when developing a travel-related service. In the case of gender equality, defining dimensions that are relevant will be important for the successful use of personas. This will be done in co-creation with SUPERA participants.

Why use personas?

There are different reasons to use personas in a design process. First, it allows participants in a co-design workshop to take some distance from their own experience, by taking the point of view of the persona. Second, it is a way to stimulate the creativity, by imagining how this persona will experience a certain situation or process. Imagining a story helps to open the mind and think out of the box. Third, it is a technique to bring the "user" inside the process in a co-design workshop, as it is often not possible to recruit real users for a workshop. The figure below positions the place and role of personas in the double diamond or design cycle.



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