Persona Creation Workshop

www.learningspacetoolkit.org
How to Use This Document

This document gives an overview of the process of creating personas. It can be used to give a workshop facilitator an overview of the process as well as to orient the team who will create personas.
What are Personas?

• Fictitious characters embodying specific key characteristics of target user groups.
• Personas allows you to package user research data into sample users that can, in turn, be used to develop use cases for your learning space and to design services.
Workshop Objectives

• Identify assumptions about user groups
• Categorize user groups based on needs
• Identify basic skeletons for personas based on core needs, values. Personas will then be fleshed out into more well-rounded characters.
Step One: Identifying assumptions about users

Brainstorm the ways your user group is typically categorized.
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Brainstorm the ways your user group is typically categorized.

- Undergrads!
  - Upper classmen / Lower classmen
  - First year / Sophomore / Junior / Senior
  - Different majors - Humanities, Art, Engineering, Science...

...
Step Two: Moving from user categories to user goals

> Brainstorm user needs or goals on sticky notes.

It can be helpful to use “I want...” or “I need...” statements.
Step Two: Moving from user categories to user goals

> Brainstorm user needs or goals on sticky notes.

- I need to find & attend a required library event
- I need to practice a presentation
- I need to check out technology
- I need to help getting started with research
- I need to charge my technology
- I need someplace to work between classes
- I need to book a group study room
- I need access to a computer on campus
- I want a place to spread out my work
- I need a quiet space to get away and work

It can be helpful to use “I want...” or “I need...” statements.
Step Two: Moving from user categories to user goals

> Start by placing the sticky notes in the categories your team had identified.

**Humanities**
- I need a quiet space to get away and work
- I need help getting started with research
- I need help with technology

**Engineering**
- I need to meet with a regular project group
- I want a place to spread out my work
- I need access to a computer on campus

**Science**
- I need easy access to textbooks
- I need a place to study alongside my friends
- I need late night access to a safe place to get things done

**Social Science**
- I need someplace to work between classes
- I need to practice a presentation
- I need to find a meeting space central to where everyone lives
Step Two: Moving from user categories to user goals

> It will quickly become apparent that the categories don’t neatly account for the goals.
Step Two: Moving from user categories to user goals

> Start to rearrange the sticky notes, clustering similar items together.
Step Two: Moving from user categories to user goals

> Identify themes from the clusters.

Using library as a social space

- I want a place on campus that feels like mine
- I want a regular place to meet with my friends
- I want a place to play my (or the library's) video games

Maximizing time to get a lot of work done

- I need help getting started with research
- I need to find & attend a required library event
- I need help with technology

Still getting to know campus & college work

- I need late night access to a safe place to get things done
- I need a quiet space to get away and work

Does a lot of work in groups – formal or informal

- I need to find a meeting space central to where everyone lives
- I need to meet with a regular project group
- I need a place to study alongside my friends
- I need to book a group study room
- I need someplace to work between classes
Step Two: Moving from user categories to user goals

> Create new user groups based on the themes you’ve identified.
Step 3: Creating the personas

I need to find & attend a required library event

I need help with technology

I want a place on campus that feels like mine

I need help getting started with research

I need someplace to work between classes

MY NEEDS

• Attend a workshop with a librarian for my FTM 105 course
• Get research and technical help
• Somewhere to go between classes where I can be near others
• Group study rooms
• Learning the ropes of how things work on campus and in the library

> Turn each group of needs and wants into a persona skeleton.
Step 3: Creating the personas

> Once you’ve got your skeletons, it’s time to start fleshing them out into full personas.

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Creating the personas

> Give your persona a name and a representative quote

CARRIE NEWBY
“I’ve still got a lot to learn about campus and being in college, but I do know the library is the place to be around people. That’s how I like to study, even if I’m working by myself.”

MY NEEDS
- Attend a workshop with a librarian for my FTM 105 course
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Creating the personas

> Add a short narrative covering key aspects of your persona’s needs and experiences

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**WHAT’S YOUR SCHOOL WORK LIKE?**
I’m taking ENG 101, COM 110, a biology course, and two FTM courses. For almost every course I have to write papers. I also have to do a group project for COM 110, that’s Public Speaking, and also for one of my FTM courses. My biology class is mostly memorizing information and taking tests and we have a lab every week. I also have midterms and final exams in most of my courses. I have to do a lot of reading for biology and my FTM courses.

**WHERE DO YOU STUDY?**
Since I’m in the College of Textiles I’m over on Centennial Campus every week. I set up my schedule so I’m there on Tuesday and Thursdays. Otherwise, all my courses are on Main Campus. It ends up being a lot of traveling on the Wolfline!

Between classes on Centennial I usually meet up with my friend and we study and hang out together at the Port City Java in the College of Textiles. My favorite way to study is with my friends. Since we’re taking different courses, we don’t work on the same stuff, but I like being with them. Or if a friend isn’t free, I still like to be at the Port City Java because I like to be near people. When I need to work on a computer, I go up to the Textiles Library and use one of the computers there. I might work on an assignment that needs to be submitted through Moodle. I have a laptop, but I rarely bring it to campus because it’s just too heavy. I learned about that little library from one of my classmates.

Since I’m over on Main Campus a lot, I really like to go to DH Hill Library. I first saw the library on a campus tour before I applied to NCSU. I thought it was so cool! My favorite place is the big area on the first floor with all the computers and green and purple furniture. Sometimes it’s kind of crowded but I can usually get a computer and I like that there are so many people around. There’s more of a chance I can meet someone. Since I’m new to campus, I like to see what all’s going on. I’ve asked the staff in the library for help with a couple of things – like figuring out how to print and also how to get to my biology class room. I’ve also been able to ask students studying there for help if I don’t feel like I’m bothering them – more help about printing and questions about Moodle.
For my group projects we’ve been meeting up at the library to get our work done. I know there are group rooms available there, but they never seem to be free. I wish we could reserve one ahead of time! We usually find somewhere that’ll work though, even if it’s not super private. I’ve checked out a laptop before because I didn’t want to drag mine around all day before our meeting. To practice the presentation I think we’ll try to get one of the rooms in the library.
Creating the personas

> Add demographic and personal data

**CARRIE NEWBY**

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**WHAT’S IN MY BAG**

- Textbooks
- Notebook
- iPod
- Daily planner
- Vogue Magazine
- Gum
- Cell phone

**ABOUT ME**

- 18 years old
- Freshman, Fashion & Textiles Management
- Lives in Wolf Village with two roommates
- Hunt Library will be a great place for studying near other people and getting help for my research papers.
Creating the personas

> Add a picture

CARRIE NEWBY

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