

# 10 Steps to Personas

Based on the method "Engaging Personas and Narrative Scenarios" by Ph.D. Lene Nielsen

## 1. Finding the Users



**Questions asked**  
Who are the users?  
How many users are there?  
What do they do with the system?

**Methods used**  
Quantitative data collection

**Documents produced**  
Reports

## 2. Building a Hypothesis



**Questions asked**  
What are the differences among the users?

**Methods used**  
Analysing the material  
Grouping the users  
Identifying, naming the groups

**Documents produced**  
A draft description of the target groups

## 3. Verifications



**Questions asked**  
*Data for Personas:*  
• likes/dislikes • inner needs • values  
*Data for Situations:*  
• area of work • work conditions  
*Data for Scenarios:*  
• work strategies and goals  
• information strategies and goals

**Methods used**  
Qualitative data collection

**Documents produced**  
Reports

## 10. On-going Development

**Questions asked**  
Does new information alter the personas?

**Methods used**  
Usability tests, new data collection  
Feedback regarding users from all those interacting with them e.g. sales, support, trainers

**Documents produced**  
Foundation document

## 4. Finding Patterns



**Questions asked**  
Does the initial grouping hold?  
Are there other groups to consider?  
Are all equally important?

**Methods used**  
Categorization

**Documents produced**  
Descriptions of categories

## 9. Creating Scenarios



**Questions asked**  
In a given situation, with a given goal, what happens when the persona uses the technology?

**Methods used**  
The narrative scenario - using personas, descriptions and situations to form scenarios

**Documents produced**  
Scenarios, use cases, requirements specifications

## 8. Dissemination of Knowledge

**Questions asked**  
How can we share the personas with the organization?

**Methods used**  
Posters, meetings, e-mails, campaigns of every sort, events

## 5. Constructing Personas



**Questions asked**  
• body (name, age, picture)  
• psyche (extrovert/introvert)  
• background (occupation)  
• emotions and attitudes (towards the technology, the company (sender), the information)  
• personal traits

**Methods used**  
Categorization

**Documents produced**  
Descriptions of categories

## 6. Defining Situations

**Questions asked**  
What are the needs of this persona?  
What are the situations?

**Methods used**  
Analysing data for situations and needs

**Documents produced**  
Catalogue of needs and situations

## 7. Validation and Buy-in

**Questions asked**  
Do you know someone like this?

**Methods used**  
People who know of the personas read and comment on the persona descriptions

