10 Steps to Personas

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
- Interviews

Documents produced
- Reports

2. Building a Hypothesis

Questions asked
- What are the differences among the users?

Methods used
- Analyzing the data
- Grouping the users
- Identifying, naming the groups

Documents produced
- A draft description of the target groups

3. Verifications

Questions asked
- Data for Personas:
  - Basic data
  - Inner needs and values
  - Data for Situations:
  - Area of work
  - Work conditions
  - Work strategies and goals

Methods used
- Qualitative data collection

Documents produced
- Reports

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

5. Constructing Personas

Questions asked
- Body (name, age, picture)
- Psyche (extravert/introvert)
- Background information
- Emotions and attitudes (towards the technology, the company (sender), the intermediary, personal traits)

Methods used
- Categorization

Documents produced
- Descriptions of categories

6. Defining Situations

Questions asked
- What are the needs of the person?
- What are the situations?

Methods used
- Analyzing 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

8. Dissemination of Knowledge

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

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

Documents produced
- Scenarios, use cases, requirements specifications

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

10. On-going Development

Questions asked
- Does new information alter the persona(s)?

Methods used
- Feedback regarding users from all those interacting with them e.g. sales, support, trainers

Documents produced
- Foundation document