

# PERSONA

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Using the tool  
Template  
Example

# Persona

A Persona helps you to better understand and visualize a specific user group. It is a fictional character that describes the personality, interests, pains, goals and behaviour of a user group. With a Persona, it is easier to make deliberate decisions about developing and targeting your idea or solution direction.

Personas can also be used when your user group is not a person but a business. A custom template is made for a business: the Organisata.

## Tips for use

You can easily use the tool yourself. Often it is effective to use the tool in a group, for instance with a group of stakeholders. It does not require help from an expert.

Use the template that is applicable by choosing between the Persona and Organisata. For a better understanding of the tool, take a look at the example of Carol as a Persona and the example of Retimed for an Organisata.

## How to use

First, choose if you want to make a Persona or an Organisata. If your user group consists of people, create a Persona. If your user group are businesses, create an Organisata.

## Persona

A Persona is a typical person that represents a specific user group. You can have several representatives, for creating a Persona select just one.

To create a lively Persona, start by adding a picture of a person and give your Persona a name. From all the data collection and insights you gained during the interactions with the user group, filter out the following aspects:

- Personal characteristics: give your Persona characteristics like a name, age, gender, occupation, marital status, location, etc.
- Personality: what is the personality of your Persona? Is (s)he introverted or extroverted? Does (s)he make well-considered decisions, or does (s)he use his/her intuition?
- Quote: what is the motto of your Persona?
- Goals: what does your Persona want to achieve or live for?
- Frustrations: what are the reasons why your Persona is unhappy or what aspects is your Persona missing in his/her life?
- Bio: what are the important aspects that are typical for your Persona?
- Interests: what hobbies and passions does your Persona have besides his/her job?
- Preferred channels: what are typical channels that your Persona uses? Such as e-mail, social media, etc.

- Brands: what are typical brands that your Persona buys and is loyal to?

## **Organisata**



Just like the Persona, the Organisata helps you to process the Data and insights that you have about a specific group.

To create a lively Organisata, start by giving your Organisata a name. From all the insights, you gained during the interactions with your target market, filter out the following aspects:

- Company profile: give your Organisata realistic characteristics like a name, sector, products & services, location, size, etc.
- Offering: with what products or services does the Organisata create value for its customers?
- Mission: what does your Organisata stand for?
- Goals: what does your Organisata want to achieve?
- Frustrations: what are the reasons why your Organisata is unhappy or what are aspects she is missing?
- Target group: who are the customers of your Organisata?
- Channels: which channels does your Organisata use to encounter others?
- New trends and developments: what are the trends and developments in the market in which your Organisata is active?
- Threats: what are the threats in the market in which your Organisata is active?

# Persona

name: \_\_\_\_\_

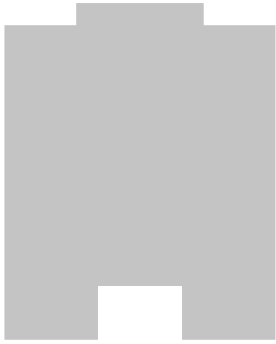
<b>name</b>  <b>gender</b>  <b>age</b>  <b>status</b>  <b>occupation</b>  <b>location</b>		<b>bio</b>
	<b>quote</b>	<b>interests</b>
<b>personality</b>  extrovert <input type="text"/> introvert <input type="text"/> observing <input type="text"/> intuition <input type="text"/> thinking <input type="text"/> feeling <input type="text"/> judging <input type="text"/> perceiving <input type="text"/>	<b>goals in context</b>	<b>preferred channels</b>
	<b>frustrations in context</b>	<b>brands</b>

date: \_\_\_\_\_

Inspired by the Buyer Persona developed by Tony Zambito.

# Organisata

name \_\_\_\_\_

<b>name</b>  <b>industry</b>  <b>products &amp; services</b>  <b>company size</b>  <b>location</b>		<b>target customers</b>
	<b>mission statement</b>	<b>channels</b>
<b>offering</b>	<b>goals in context</b>	<b>new trends &amp; opportunities</b>
	<b>frustrations in context</b>	<b>threats</b>

date \_\_\_\_\_

Inspired by the Buyer Persona developed by Tony Zambito.

# Example Persona: Andreas

Andreas is a hard-working inland shipping captain. During his work, he is determined to get from A to B quickly and efficiently to make his clients happy. His free time is dedicated to watching soccer, bike rides with his wife and drinking a good beer.

## **Persona of Andreas**

To make your idea a success, it's important to really understand the people you're dealing with and take their wishes, habits, and needs into account. For example, Andreas prefers practical solutions. To create an idea that truly connects with people like Andreas, you need to be in sync with their desires and respond to them. Of course, if your audience is a group of recreational water users, a different approach and considerations are needed.

Look for inspiration for your persona in the example of Andreas. What matters most to his persona? What are the consequences if you want to create a solution to people like Andreas?

# Example Organisata: Rijkswaterstaat


Rijkswaterstaat is the executive organization of the Ministry of Infrastructure and Water Management in the Netherlands and works to ensure a safe, liveable and accessible Netherlands. They want citizens to live in a country that is protected from flooding. A country with sufficient greenery and sufficient clean water.

## **Organisata of Rijkswaterstaat**

With the Organisata, a good overview is created of the type of organization that Rijkswaterstaat is. By filling in an Organisata for Rijkswaterstaat, you get a good picture of the opportunities and challenges the organization has to deal with. Is the solution suitable for Rijkswaterstaat? Are the threats alleviated? The answers to these questions create a good starting point for creating new products and services for organizations such as Rijkswaterstaat.

# Persona

name: Andreas


<p><b>Name</b> Andreas</p> <p><b>gender</b> Male</p> <p><b>age</b> 61</p> <p><b>Status</b> Married</p>		<p><b>bio</b></p> <p>Andreas is a captain of an inland shipping vessel from Germany. He mostly ships industrial minerals and construction materials from Amsterdam to Germany. He regularly sails across the IJ (3-4x a month), mostly during the day.</p>
<p><b>Occupation</b> Inland Shipping Captain</p> <p><b>location</b> Germany</p>		<p><b>quote</b></p> <p>"Time is money"</p>
<p><b>personality</b></p> <p>extrovert <span style="float: right;">introvert</span></p> <p>observing <span style="float: right;">intuition</span></p> <p>thinking <span style="float: right;">feeling</span></p> <p>judging <span style="float: right;">perceiving</span></p>	<p><b>goals in context</b></p> <p>Andreas' goal is to quickly, but safely, move from A to B with his cargo to make his client happy. He likes it when he receives up-to-date information so that he knows what to expect along the way.</p>	<p><b>preferred channels</b></p> <p>Andreas uses an old VHF radio, radar and AIS to communicate with other vessels and the waterway managers and the waterway managers.</p>
	<p><b>frustrations in context</b></p> <p>Andreas does not like unforeseen waiting times and/or delays on his route. Another big frustration is recreational ships, which are often sailing in the way and are not visible to him. Especially, when the people are not experienced sailors.</p>	<p><b>brands</b></p> <p>Hornbach</p> <p>Jack Wolfskin</p> <p>Nokia</p> <p>Audi</p>

date: 11-07-2023

Inspired by the Buyer Persona developed by Tony Zambito.

# Organisata

name: Rijkswaterstaat

<p><b>name</b> Rijkswaterstaat</p> <p><b>industry</b> Infrastructure &amp; Water Management</p> <p><b>products &amp; services</b> Management of infrastructure and the water system in NL</p> <p><b>company size</b> Large sized public authority</p> <p><b>location</b> The Netherlands</p>		<p><b>target customers</b></p> <p>Dutch citizens Ministry of Infrastructure &amp; Water Management</p>
<p><b>offering</b></p> <p>Rijkswaterstaat is the executive agency of the Dutch Ministry of Infrastructure and Water Management.</p> <p>Rijkswaterstaat is responsible for managing and developing the main road and waterway networks, as well as the main water systems, in the Netherlands.</p> <p>Rijkswaterstaat want to make the Netherlands safe, secure, attractive and accessible for all.</p>	<p><b>mission statement</b></p> <p>Cooperating to promote safety, mobility and the quality of life in the Netherlands.</p>	<p><b>channels</b></p> <p>Social media, news letters, local news</p>
	<p><b>goals in context</b></p> <p>Rijkswaterstaat wants to manage the increased pressure and competition for space on and around the waterways they manage, to increase the safety and livability for all users.</p>	<p><b>new trends &amp; opportunities</b></p> <p>New knowledge and innovative (digital) technologies.</p>
	<p><b>frustrations in context</b></p> <p>Rijkswaterstaat has to keep up with the increased pressure and competition for space on and around the river systems, limiting economic growth and impacting safety, efficiency and liveability.</p>	<p><b>threats</b></p> <p>Rapid climate change Increasing use of waterways Inexperienced boat users</p>

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Inspired by the Buyer Persona developed by Tony Zambito.