

EXPLORATORY WATERFRONT PERSONA



Using the tool
Template
Example

Exploratory waterfront persona

The Persona Tool is a structured method to develop a clear and detailed profile of key stakeholders or user groups interacting with a waterfront project. It helps in understanding their roles, needs, challenges, and behaviors, which can then be used to inform project decisions and strategies.

The tool is valuable if you are looking for

- Knowing and documenting your stakeholders and their problems
- Enhancing stakeholder engagement by understanding the perspectives and motivations of different groups.

To be able to start this tool,

- Have print outs/online version ready to fill it when talking to stakeholders
- Have a clear understanding of each stakeholder's goals, needs, and the problems or frustrations they might face in relation to the project.

Tips for use

- The tool can be used individually and it gives more value if one with project knowledge fills it (could be the stakeholder or you yourself)

How to use

Gather comprehensive data on the demographics, goals, challenges, and behaviors of each stakeholder group interacting with the waterfront.

To create a Persona, start by filling the demographic details of your persona and adding their picture.

- In Quadrant 1, add:
 - Demographic details to be filled: Name, Job, Age
 - Stakeholder Type: Based on the different categories from the Systematic Stakeholder Rader (Version 2), assign your stakeholder one of the following: Commercial operators & chain partners, knowledge /tech/content providers, service providers, channel owners / providers, regulators, and asset owners (land, infrastructure).
- In Quadrant 2, fill in the description of the persona and their concerns which are the specific issues, challenges, or worries that the persona has regarding the project. These are potential pain points that the project needs to address to ensure the persona's engagement and satisfaction
- In Quadrant 3, fill the goals, which refer to what the persona aims to achieve through their involvement or interaction with the project. These are the desired outcomes or benefits that the persona hopes to realize.
- In Quadrant 4, include the behaviors and activities which describe how the persona typically interacts with the project or the waterfront area. This includes their actions, habits, and patterns of engagement.

Persona

name _____

Persona Name:

Description & Concerns:

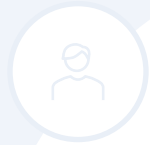
Job:

Age:

Stakeholder Type:

Goals:

Behaviour and Activities:



date _____

Example

name _____

Persona Name: Joyce

Job: Student

Age: 23

Stakeholder Type:
Asset owners (land,
infrastructure)

Goals:

- Peaceful and unrestrained access to the river

Description & Concerns:

- Regular recreationist
- Often access is disrupted due to construction companies

Behaviour and Activities:

- Visitor to the water and the waterfront enjoy a nice vibe & chat with friends
 - Listens to music
- Has his own kayak and can often be found on the water at weekends

date _____