# PERSONAS

## Cheat Sheet

A persona is a rich description of a fictional person who exemplifies a specific group of people.

smaply

*Personas help us achieve empathy and challenge new ideas.*

**1 PORTRAIT IMAGE**

A photo or sketch expresses a persona's character, goals, or motivations.
Avoid celebrities to prevent being biased and to increase authenticity.

Gender-neutral sketches or photos showing common attributes, goals, tasks, or behaviors can be used to avoid gender normative assumptions.

**2 ICON AND COLOUR**

For easy orientation in other tools, pick a matching icon and color. The small stripes on the icon mark that this is a persona – other than a simple stakeholder with no additional characteristics.

**3 SHORT FACTS**

Age and gender help to specify your persona further. Initals are used as a short name for easy overview in complex maps.

**4 NAME AND DEMOGRAPHICS**

A name can be used to identify a persona or refer to a persona in a team's conversations.

Demographic information, such as age, gender, or geographics, gives context to a persona and immediately creates a specific image of a certain target group for a design team. That being said, demographics often lead to stereotypical assumptions so it should be used carefully.

**5 QUOTE**

A quote summarizes your persona's attitude in one sentence. This is easy to remember and helps team members to empathize quickly with a persona. Ask yourself: what would help team members to empathize with this fictional person?

**6 DESCRIPTION**

There is not one recipe to describe a persona. Use this field for further stories and characteristics. What does a typical day look like? What are favorite places to go? What expectations does the persona have of our company? Add additional description fields as needed.

**7 MOOD IMAGES**

Mood images can be photos or sketches to give context to a persona's environment, behaviors, goals and motivations. What does their home or workplace look like? What's in their purse? What are their hobbies?

PERSONA (SMAPLY PDF EXPORT)

| Tess | THIS IS a COPY of the project that… | 20 February 2017 |
|---|---|---|
| PERSONA | PROJECT | EXPORT DATE |

1

2

3 INITIALS **TES** AGE **32** GENDER female

NAME 4

Tess

OCCUPATION

Entrepreneur

NATIONALITY

French

MARITAL STATUS

--

QUOTE 5

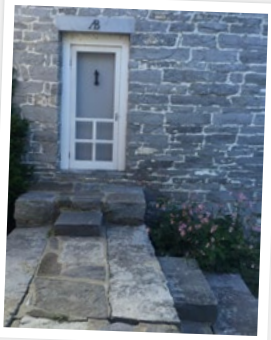
"Why not?...Let's go for it."

7

DESCRIPTION

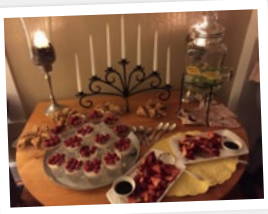
- Tess is an entrepreneur and community builder.
- She enjoys exploring problems whose answer can't be easily solved.
- She describes herself as tenacious and imaginative.

6



PROFESSIONAL GOALS

- Create meaning and positive change in my community.
- Develop a tools that improve access to everyday services like financial services, healthcare and education.

WHAT SHE EXPECTS OF OUR COMPANY.

- That our software is intuitive.
- That we are constantly creating new tools for understanding customer experience.