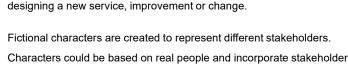
Design Personas ... At a glance



Step 2: Design

What?



Design Personas is a tool to help understand users' needs when



research, or developed in conjunction with service users/other stakeholders.

Design Personas represent the user group of the change (more than one persona could be created to reflect the wider patient cohort). It could be a service user, health care professionals etc.



- Personas can be used to identify improvements/innovations to a service and can also help you to understand the problem.
- Co-production from the outset is critical to ensure the solution works for all stakeholders



- They help the project group to always consider the change from the persona's point of view.
- Using personas encourages everyone to think more broadly than the service users that are more engaged or have a louder voice, but consider others that may not be as well represented.
- By using personas it becomes less personal for those involved in coproduction and ensures we think about the wider community.

How?

- Research who uses the service/change area
- 2. Create a list of different users
- Identify who is already involved through co-production and who isn't involved personas should not stop us trying to get a broader group involved in co-production
- 4. Agree as a project group the persona/s to be created. Ensure the personas you create reflect the diverse communities you serve, particularly paying attention to vulnerable and seldom heard users
- Create the persona description:
- Who they are? name, age etc
- What are they like, what's important to them?
- What are their frustrations?
- Create 1-2-pages of descriptions for each persona.

Laili Mohamed



- . Loobook and that accurately track her glucose leve Making the right decision about choosing healthy mea
- . Wants to be guided to have balanced die

. Her schedule is always changing thus skips exercises

husband and she is always on the run. Lalli is determined to have a healthier diet and balanced life. She wants to feel in charge and confident that she is making the

TECHNOLO:

Want to learn more?



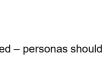
https://miro.com/miroverse/search/?term=persona

MIRO Persona Templates



https://nww.cambscommunitvservices.nhs.uk/services/the-ccscommunity/support-services/patient-experience-and-peopleparticipation/co-production

Design Personas v1.0



Design Personas ... Continued



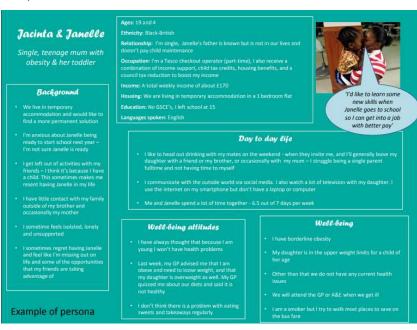


A well developed persona should consider the different needs, experiences, behaviours and goals of service users or stakeholders and ensure that these are at the forefront of shaping any changes.

When all personas have been developed, they can be used to test the design or solution which has been proposed. Walk through the future state/to-be process from the persona's perspective and ask the following.

- How does the new design work for this persona and situation?
- Are we meeting their needs?
- What are the difficulties and what changes do we need to make?

Examples...



	PETER	GEN	STEPH	TONY
	New to the game. Beginning the journey of online health.	Retuctant and wary. Needs convincing and her GPs approval	The concerned carer. Time poor, but keen to learn about health.	Knows the drill. Cynical but willing to be convinced.
ERSONAS (4)				
XPECTATION	"Managing my diabetes is important so I can keep doing all the activities I love "	"I need to stay on top of my health issues so i can leet confident about taking my trip overseas"	"I want to know about the latest treatment & research so I can share information with my family & decide on the best course of action for mum."	"With a new baby there's so much to beam and check, I struggle to keep track of it all"
ASIC PROFILE	Retired mate, 65 Managing ongoing health issues	Rethed, 70 Managing cogoing health issues and looking for preventative knowledge.	Teacher 40 Family interstate, mather with long-ferm chronic liness Always researching online	Rusiness Analyst, 32 Has a new bapty and wants to check mitestories