

Design Personas ... At a glance

What?

Design Personas is a tool to help understand users' needs when designing a new service, improvement or change.



Fictional characters are created to represent different stakeholders. Characters could be based on real people and incorporate stakeholder 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.

Why?

- 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 co-production and ensures we think about the wider community.



How?

1. Research who uses the service/change area
2. Create a list of different users
3. 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
5. 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

AGE 60	MOTIVATION	PERSONAL
OCCUPATION Teacher	Laili wants to control her health and learn more about her diagnoses and eating habits. She wants to overcome the difficulties that she is experiencing everyday such as reducing the amount of carbs and sweet-tasting food, avoiding a traditional way of monitoring her daily activity and food intake. Her motivation source is from her children.	• Ex
STATUS Married	GOALS	• Ser
LOCATION Malaysia	• Logbook app that accurately track her glucose levels.	• The
LANGUAGE English, Bahasa	• Making the right decision about choosing healthy meal.	• Jus
BMI Overweight (> 29.9)	• Wants to be guided to have balanced diet.	• E
ARCHETYPE The Authoritator	• Feels in control of her diet and health and lose weight.	
LIFESTYLE Sedentary	FRUSTRATIONS	BEHAVIOR
Adaptability Appreciation Tolerance	• Problems keeping track of her calories and daily needs intake	Motivation
	• Her schedule is always changing, thus skips exercises.	Ability
	• She memorises every food consumption and doesn't know if the food, she eats are recommended for her	Trigger
	BIO	
	Laili is a 60 years old working mother with a very busy schedule. She has been diagnosed with type-2 diabetes for almost 5 years. She takes care of her children and husband and she is always on the run. Laili is determined to have a healthier diet and balanced life. She wants to feel in charge and confident that she is making the right health decision in managing her condition effectively.	

"I have a huge craving for sweet-tasting food and I can't seem to get in control of my healthy eating diet"

TECHNOLOGY

- IT & Internet
- Mobile Apps
- Social Network

Fig 2 Our proposed User Persona Template

Want to learn more?

Design Personas v1.0



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

MIRO Persona Templates



<https://www.cambscommunityservices.nhs.uk/services/the-ccs-community/support-services/patient-experience-and-people-participation/co-production>

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
PERSONAS (4)	<p>PETER New to the game. Beginning the journey of online health.</p> 	<p>GEN Reluctant and wary. Needs convincing and her GPs approval</p> 	<p>STEPH The concerned carer. Time poor, but keen to learn about health.</p> 	<p>TONY Knows the drill. Cynical but willing to be convinced.</p> 
EXPECTATION	"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 feel 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 learn and check. I struggle to keep track of it all"
BASIC PROFILE	<ul style="list-style-type: none"> • Retired male, 65 • Managing ongoing health issues 	<ul style="list-style-type: none"> • Retired, 70 • Managing ongoing health issues and looking for preventative knowledge 	<ul style="list-style-type: none"> • Teacher 40 • Family interstate, mother with long-term chronic illness • Always researching online 	<ul style="list-style-type: none"> • Business Analyst, 32 • Has a new baby and wants to check milestones

Jacinta & Janelle
Single, teenage mum with obesity & her toddler

Background

- We live in temporary accommodation and would like to find a more permanent solution
- I'm anxious about Janelle being ready to start school next year – I'm not sure Janelle is ready
- I get left out of activities with my friends – I think it's because I have a child. This sometimes makes me resent having Janelle in my life
- I have little contact with my family outside of my brother and occasionally my mother
- I sometime feels isolated, lonely and unsupported
- I sometimes regret having Janelle and feel like I'm missing out on life and some of the opportunities that my friends are taking advantage of

Day to day life

- I like to head out drinking with my mates on the weekend - when they invite me, and I'll generally leave my daughter with a friend or my brother, or occasionally with my mum – I struggle being a single parent fulltime and not having time to myself
- I communicate with the outside world via social media. I also watch a lot of television with my daughter. I use the internet on my smartphone but don't have a laptop or computer
- Me and Janelle spend a lot of time together - 6.5 out of 7 days per week

Well-being attitudes

- I have always thought that because I am young I won't have health problems
- Last week, my GP advised me that I am obese and need to loose weight, and that my daughter is overweight as well. My GP quizzed me about our diets and said it is not healthy
- I don't think there is a problem with eating sweets and takeaways regularly

Well-being

- I have borderline obesity
- My daughter is in the upper weight limits for a child of her age
- Other than that we do not have any current health issues
- We will attend the GP or A&E when we get ill
- I am a smoker but I try to walk most places to save on the bus fare

Personal Info:
 Ages: 19 and 4
 Ethnicity: Black-British
 Relationship: I'm single, Janelle's father is known but is not in our lives and doesn't pay child maintenance
 Occupation: I'm a Tesco checkout operator (part-time). I also receive a combination of income support, child tax credits, housing benefits, and a council tax reduction to boost my income
 Income: A total weekly income of about £170
 Housing: We are living in temporary accommodation in a 1 bedroom flat
 Education: No GCSE's, I left school at 15
 Languages spoken: English

"I'd like to learn some new skills when Janelle goes to school so I can get into a job with better pay"

Example of persona