



Persona Development

Purpose:

Picture the problem you want to tackle in a way that it becomes clear and compelling enough to make other people care so much they want to help solving the problem. This exercise will engage the group in finding a common purpose and spark them to solve the problem together.

Timeframe: 60 - 120 min

Group-size: up to 50

Age group: all age groups

Materials:

- Paper
- Pens
- posters and wall

Instruction:

1. You define target groups/whom you would like to help and discuss what their typical characteristics are
2. Group work I: Each group of 4 starts to collect ideas about one special person within the target group, e.g. by just defining and writing/sketching on a poster
 - A. Age, sex, hobbies
 - B. What s/he looks like
 - C. What is their typical day
3. Personas are presented by each group
4. Group work II: What is the main issue concerning our SDG/special topic for this special persona?
5. Results are presented by each group
6. Discussion: what is real background of a certain challenge for our target group?

Source: DOIT



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