

TEMPLATE

Persona

To better understand and target your audience, use this **persona template**.

A persona is a fictional character representing a target audience you would like to reach or engage in the activities. Persona helps understand the audience's needs, preferences, behaviours, and motivations. It typically includes details like demographics, interests, challenges, goals, communication preferences, attitudes, values, and personal stories. This helps create user-friendly cultural activities, services, products, and communication strategies which resonate with the audience's specific needs.

To create a persona, follow these steps:

Step 1: Define your target audience segment.

Step 2: Gather information from research, reports, interviews, surveys or personal interactions with the chosen group.

Step 3: Fill in the template below based on your research, humanising the persona with a name and story.

Step 4: Review and refine the persona with your team.

While creating persona:

- Adhere to plain language principles for effective communication.
- Avoid relying on stereotypes or generalisations, and instead, focus on details based on well-researched and unbiased data.
- Remain objective and be mindful of personal biases.
- Back your personas with real data and avoid guesswork. Keep personas simple, presenting information concisely without overwhelming readers. By following these recommendations, you can develop personas that accurately represent your target audience and contribute to informed decision-making.

After creating a persona remember to update it from time to time as audience needs and preferences evolve.

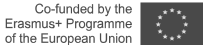
Read more about persona on the Innovation Training website: <https://www.innovationtraining.org/create-personas-design-thinking/>

Persona template

Category	Persona's information			
Name			
Demographics	Age:	Gender:	Location:	Occupation:
	Income:	Education:		Family Status:
Interests, hobbies, favourite activities			
Challenges			
Goals			
Communication preferences			

<i>Attitudes and values</i>
<i>Social Media/Internet use</i>
<i>Reading preferences</i>
<i>TV/Netflix preferences</i>
<i>Persona story</i>

Attribution: Mobile Culture 2023, www.mobileculture.eu, www.cultureshock.pl CC BY 4.0



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.