


## WHAT IS A **PERSONA**?

Taking a page from the world of product design and marketing, we will employ Personas. While each human is different, we all follow certain patterns. A persona is a fictional character we create based on research/knowledge that represents those common behaviors, needs, or desires of similar individuals. Using Personas will help us super-charge our efforts towards understanding and solving complex problems.




Here's a quick **example** for inspiration

Name	Behaviors
	<ul style="list-style-type: none"> <li>- Pre-made dinners</li> <li>- 14 hr shifts</li> </ul>
Facts	Needs / Goals
<ul style="list-style-type: none"> <li>- 32 years old</li> <li>- Single mom</li> <li>- GED</li> </ul>	<ul style="list-style-type: none"> <li>- Time</li> <li>- More hands</li> <li>- Healthy quick food</li> </ul>



Now **try** it for yourself!

Name	Behaviors
	<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> </ul>
Facts	Needs / Goals
<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> </ul>