



Seed Redemptive Design Tool

Persona Tool

When you start designing a redemptive solution one of the key principles is knowing who you are designing for. A foundation for good design is that you start with your customers and create according to their needs and what they value, rather than starting with your own ideas about what they want.

A persona helps you do this effectively by giving each customer segment a face and name, making it easier to step into the shoes of the customer and understand what they need/value. Personas make talking about customers and their characteristics more tangible and concrete and make it easier to refer back to a pattern of characteristics.

You should create personas for each key beneficiary who will engage with your product/service, and for each key customer who will pay for/support your product/service.

- Non for Profit: a customer (donor, fund etc) and a beneficiary persona;
- Social Enterprise: a customer (paying for product/service) and a beneficiary persona;
- For profit: a customer persona

ACTIONS

1. PERSONAL INFO

Start by gathering the personal info of your persona. Is it a beneficiary or a customer? What type of customer or beneficiary is this persona? Be as specific as possible.

2. BIO

The Bio should be a short paragraph to describe the persona's journey. It should include some of the history leading up to their current situation. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the persona's personal and professional life that are relevant for your Theory of Change.

3. NEED

The goal for the Persona Canvas is to identify needs for the persona. What do they really want? What decisions will they take? The rest of the canvas helps to zoom in on this and get it as accurate as possible. Adapt the need as you continue to build out the canvas and define your persona.

4. OPPORTUNITIES / GAINS

What are positive opportunities and gains the persona experiences in their life? These could be in work, or private life. What opportunities or gains would be helpful in fulfilling the needs?



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5. BARRIERS / PAINS

What are the barriers and pains the persona experiences in their life? These could be in work, or private life. What barriers or pains would block them from fulfilling the needs?

6. CONTEXT

Who are stakeholders and partners for the persona in work and private context that influence the needs, opportunities and barriers?

7. CHANNELS

What are the preferred channels to interact with your persona? Which social media platform do you use, do you use traditional adds, word-of-mouth etc.

Persona Template for:

✖ Personal Info Name: 1 Age: 1 Work: 1 Location: 1 Role: 1 Customer type: 1	♥ Need 3	🏠 Context 6
👤 Bio 2	🚀 Opportunities / Gains 4	📺 Channels 7
	⚡ Barriers / Pains 5	

CHECKLIST








- Did you give your persona a name and a role?
- Did you develop a rich picture that resembles a real customer/s?
- How much of what is on the canvas is still an assumption?
- What is the 'core' of your persona? What do they need most?
- Did you test your assumptions by interviewing people that fit the persona?



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 Bio		