

Creating your personas

We've made it simple for you, just print out or save copies of the template on page 2 and follow the notes below.

1. Identify the staff groups you are going to interview (HR, marketing, sales, consultants, engineers, researchers, new starters, remote workers, senior managers)
2. Speak with several members of each staff group using the guide below to interview them and the persona template to record your results
3. Combine the knowledge and personal characteristics of the group together to create one overall persona that highlights the key responsibilities, motivations, challenges and tasks they face
4. Bring the group persona to life by giving them a name, personality and photo so that you can refer to them throughout the intranet planning process

Personal information

Gain background information about personality, interests and comfort with technology

- Name, age, length of time with the organisation, length of time in role.

- Overview of interests outside of work
- Understand their day to day approach to work. Are they:
 - Generally well organised?
 - Time rich or time poor (Is there enough time in the day to do their job effectively?)
 - Comfortable using technology and computers? Are they an enthusiastic user of 'gadgets'?
 - Does the position involve travel or remote/home working?

Job role / function

Understand the job role and key responsibilities

- Provide an overview of the job role
- What are their main responsibilities?
- Describe their typical day

Frequent tasks

- Get examples of their most regular work tasks (large and small). Consider:
 - Information, knowledge or documents that are often requested

- The services they provide to the organisation
- The groups of people they commonly work with

Frustrations

Understand the most frequent, time consuming, frustrating and non-core tasks undertaken. Ask the following questions:

- Thinking of your frequent tasks, which ones would you say are the most difficult, time consuming and/or the most frustrating?
- Are there any other frequent tasks you do that you wouldn't consider core to your main role?
- Are there any other major barriers to you having a more efficient/productive day?
- What are your main frustrations regarding your job / the company?

Motivations and Goals

Ask the following questions:

- What do you like the most about your job?
- What motivates you?
- What would you like to achieve and/or help the organisation achieve in your role



Name:
Position:

Bio

Name
Age
Status
Family

Hobbies, Sports, Interests
Likes
Dislikes

Personal information

Day-to-day approach to work

- Tidy or messy
- Good with technology
- Organised?
- Time rich or time poor

Does their job involve travel or remote/home working?

Role / Job function:

Understand the job role and key responsibilities



- Overview of job role, responsibilities, typical day



“If you could change one thing what would it be?”

Frequent tasks:

Get examples of their most regular work tasks (large and small)

- Information, knowledge or documents often requested
- Services provided
- Common work interactions with people and teams

Other relevant or frequent tasks

Frustrations:

Understand the most frequent, time consuming, frustrating and non-core tasks undertaken.

Motivation & Goals:

Understand their motivations and objectives