Imagining Personas & Publics

During the planning stages, before you begin to build anything, use this exercise to create 2-3 personas for the audiences for your digital project.

Name
Use a realistic name, but try not to base this on someone you already know.

Identities & affiliations
What kind of person could be the audience for the project? What are their backgrounds, identities, or affiliations? What information does their background supply about the topic(s)?

Quote
Presuming the person's interest in the materials, create a quote or two to express what this person's main focus & concerns might be.

Who and where are they?
Describe the person's location, age, work, hobbies, or any other parts of their lives.

What goals?
What are their interests, desires, or needs?

What perspective?
What is their point of view? What do they think about the subject of your project? What don't they know?

What do they do?
Narrate a few ways that the person might use the internet, social media, or other spaces. What do they really enjoy and find useful, or what frustrations and obstacles prevent full freedom of movement?

Portraits
Sketch a portrait of the person.