

PERSONA

Stakeholder Group: _____

Name: _____

Age: _____ Location: _____

Indicative Quote

Short quote that embodies the sentiment of your persona that gives a sense of his/her needs, priorities, and pain points.

For example, "As a funder I'm passionate about teaching scientific concepts to more people, but with limited budget available this year we need strong evidence of the impact of the programs we choose to support."

“

”

About me

Short background story that highlights the human side of this audience persona

As a _____, I need _____, in order to...

Short "story" describing the persona's role, the data they need, and what s/he will do with that information

I like...

List points of interest, engagement, kinds of data stories that resonate

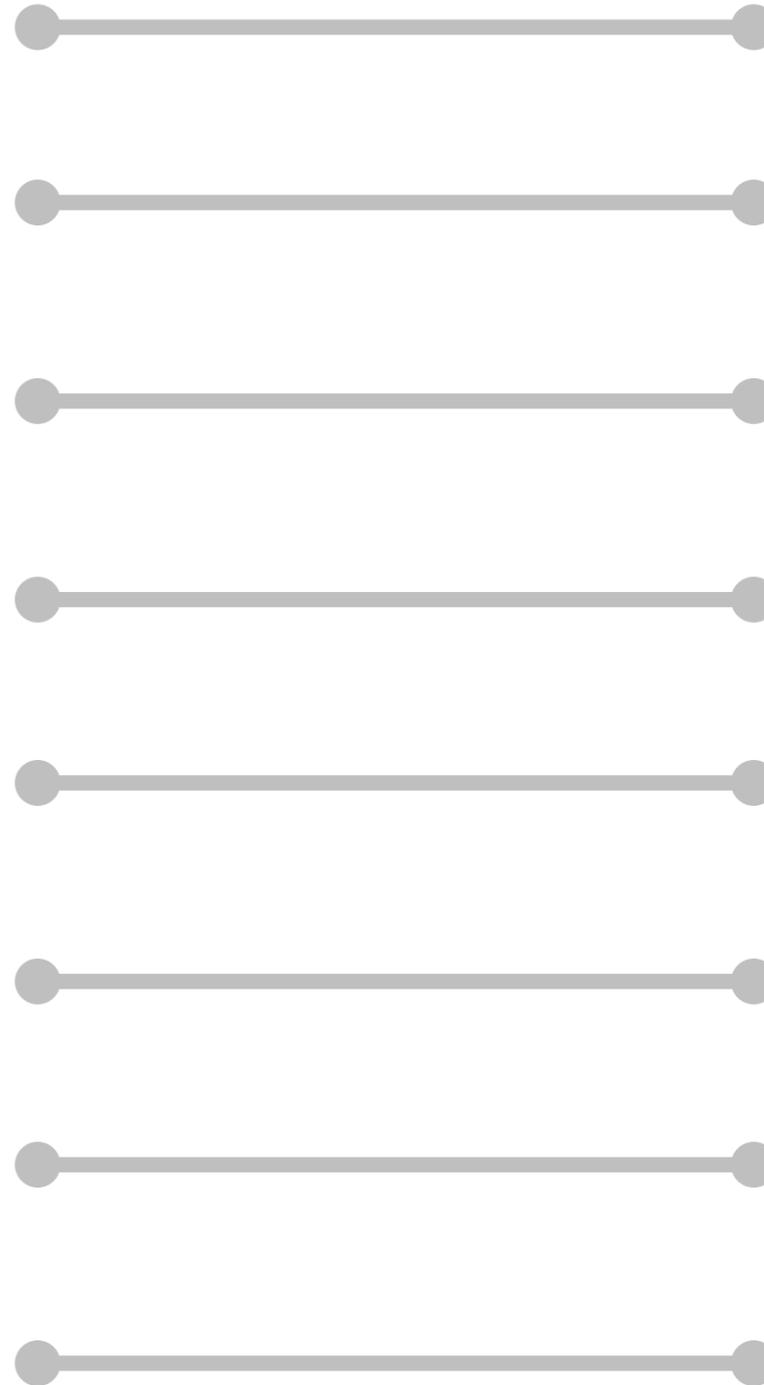
My pain points are...

Identify any key pain points for the persona – e.g. access to information, limited time, limited knowledge about the program. Be specific, since these will be key to consider in your design an communications process

PERSONA MAPPING

1. Pick a few dimensions relevant to your stakeholder group.
2. Add those dimensions to lines at right.
3. Map your persona on the continuum.

Wants numbers	Wants stories
Cost benefit	Health impact
Debilitated by chaos	Thrives on chaos
Problem solver	Defeatist
Receptive	Rigid
Carrot eater	Stick driven
Enthusiastic	Debbie downer
Technical	Political
Empowerer	Underminer
Data driven	Story motivated
Head	Heart
Factual, analytical	Feeling, intuitive
External recognition	Internal reward
Complacent	Driver of change
Team oriented	Individual/loaner
Black and white	Compromise
Team leader	Team member
Short term focus	Long term vision
Internal motive	External motive
Needs clarification	Self-motivated
Works better in group	Works better alone
Values independence	Values collaboration
Share a message	Explore data
Lots of data	Highly edited data
Trends and patterns	Clear storypoints



What **actions** do you want this audience to take based on the information you share?

What kinds of **data stories** would resonate with this audience?

Where does this audience **access information** when they want to learn about work like yours?