



Persona Card

Describe the user you are trying to help



My Identity



My Behaviour

My Attitude

My Pains/Gains

My Goals

Quotes



A day in the life of your persona



Now you map out your character's typical day. You do this to understand your persona further and find out the easiest way to help you make the changes you would like to see. You are going to discover how you are going to find a solution that fits perfectly in your personas daily routine, which will make it easy for them to use your product or engage with your campaign!

Persona's Name:

Day of the week:

Time of Day	Morning	Afternoon	Evening
Activity What do they do? Describe what your character is doing at different times of the day. Your team can take different parts of the day and then you can share after the exercise.			
Feeling How do they feel? Do they feel, happy, tired, angry, sad, lucky etc....? Use your imagination! You can use emoji's			



Persona sketch sheet

Sketch what you persona looks like and get ready to present them to the group





What's your problem?

Tell your persona's story and create your problem statement



Describe your persona's appearance

I am

I look like

Describe your persona's likes and dislikes

I like

I don't like

Describe a day in your persona's life

My favorite part of the day is

My least favorite part is

Describe your character's problem

As.....(your persona)
my problem is

Describe why the persona can't
solve the problem

The barrier to solving my problem is

Describe how your persona will feel
when there is a solution

I feel



Ideation

activity 1



This exercise will help you to come with as many different initial ideas for possible solutions to your problem. Work together as a team and write down a solution for each of the letters of the alphabet. Keep your problem statement in mind! You have 5 minutes to complete it! Ready...Set...Go....

A

N

B

O

C

P

D

Q

E

R

F

S

G

T

H

U

I

V

J

W

K

X

L

Y

M

Z



Ideation

Activity 2

Now, we are really going to stretch your creativity.....

Individually, write down five more solutions to your problem.

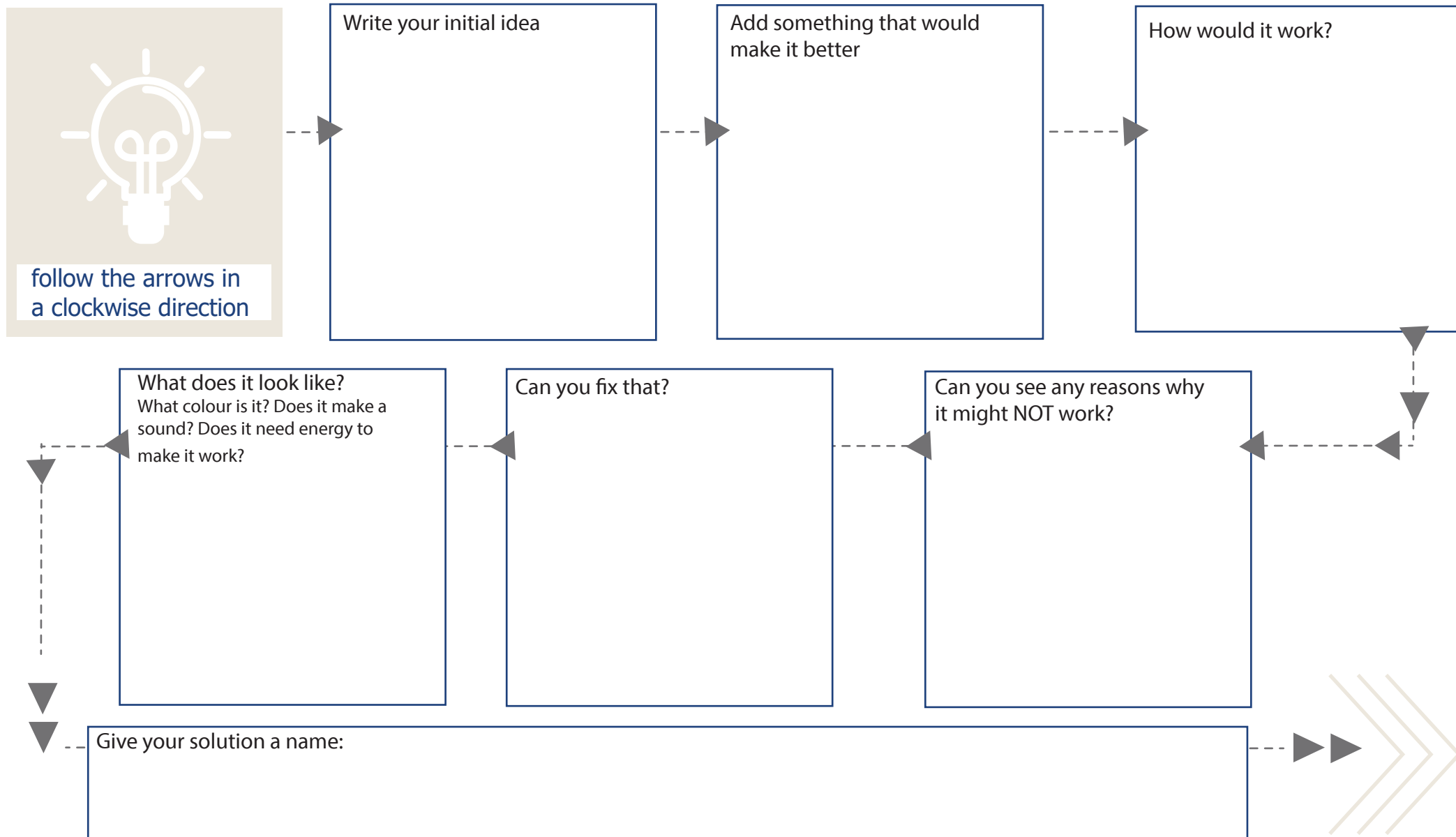


IDEATE



Round Robin - Idea brainwriting

Co-create concept ideas by following facilitator's instructions





Sketch sheet

Sketch what your solution will look like and get ready to present your solution to the group



A large, empty rectangular area with a dashed blue border, intended for sketching a solution.



Presenting skills



Some important features you need to include when you are presenting your solution to the group.



Introduction

Very often forgotten, but make sure you introduce who you are and why you are here! If you can do this in a fun and engaging way you have set the tone and have grasped the attention of the person you are addressing. Make your introduction as personal as you can, the more genuine you are the better. It is generally understood that you have 8 seconds (Yes just 8 seconds) in order to get, and keep, someone's attention.



The Problem

Every solution starts with a problem, that is why you spent so much time trying to figure out what the real problem you were trying to solve was. Try and relate your problem to the audience by giving real-life examples of why this is a problem. Do try and use visual aids, such as a drawing, or a picture you found on-line, to emphasise why it is a problem.



The Solution

This is the most important part of your pitch. You are trying to hook your audience and make them understand why you need their help and why this is the best solution possible to the problem you identified. Try and personalise your pitch to your audience, frame your solution in such a way that your audience will find it easy to help you and pick your solution over anyone else's.



Value proposition

Why is your solution better than anyone else's? What is different about your solution. Express why your solution is going to be the action that most people would want to take and why. Giving your solution a catchy name can support your value proposition.



Engage your audience

Finish with a compliment or a question can be a really great way to continue the conversation after your pitch. However you engage with the audience after your pitch, make sure they know how to contact you.