

# Persona template 1

This tool is to help you create a fictional character, and explore the topic through their eyes

Person's name
Age
Draw your person

What do they do?
What's their background?
What is their personal life like?

What are their interests?
What is important to them?
What would worry them?
What do they want to change?

## Persona – Information & Communication

**Topic:**

**Information** What info does your persona want on the topic?

1. What do they want to know?

2. What info can they give?

**Communication** How would your persona like to communicate about this topic?

1. How do they want to communicate?

2. Who do they trust to communicate with them?

3. How often do they want to communicate?

## Persona – Voice & Involvement

**Topic:**

**Voice** How does your persona want to have a voice about this topic?



**Barriers** What would stop them having a voice?

**Involve** How does your persona want to get involved in this topic?



**Barriers** What would stop them getting involve in this topic?

**What needs to happen?** What needs to happen to make it easier for your persona to get involved in any change and have a voice about this?