HOUSING SUPPLY CHALLENGE Support Program

PERSONAS Worksheet #1

What are they?

Personas are a fictional but realistic character created by combining user research data from many sources. They have names, personal characteristics, abilities and attitudes about their experiences. Personas are created to help us look across individuals to see patterns, understand who our users are in greater detail and to remind us to put people first during the design process.

Purpose of personas

Personas are used to create a reliable and realistic representation of your key audience. They can provide us with a range of different viewpoints on a service to define and engage with your target audience. This tool adds a real-world touch while designing and creating services and products. Personas are not created to represent all audiences or address all needs of the product; its goal is to focus on the major needs of an important user group.

How to create personas

Prior to creating your personas, you need to conduct research. An effective persona will only be as good as the research behind it. In an ideal world, personas reflect statistically accurate user groups within your population group. However, making a persona can also be a way for teams to apply a user-centered lens to a problem, while also rallying your team behind a single vision.

Depending on the situation, you may develop one or more personas for a project. Ideally you want to limit yourself to the main audiences of your product. To ensure your personas are real and provides an accurate representation of your audience, consider these details:

- **Key Differentiators:** Identify the key goals, behaviors attitudes that differentiate. Create a bullet list on the right and add user goals.
- **Business Objectives:** Goals that the organization wants to accomplish in relation to what the user wants.

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- **Personal information:** Tidbits that make this person real. Job, hobby, personality. Use tidbits to back up their behaviors and attitudes.
- **Domain-specific information:** For example, if you are creating a persona for first time home-buyer, you may write about their current real estate situation.
- **User goals:** What the user wants to accomplish.
- **Gender neutral:** To help eliminate thoughtless associations between gender and outdated stereotypes, you may opt for gender neutral personas. For example, instead of creating "Bonnie" the "stay-at-home mom", consider "Alex" the "stay-at-home-parent".
- **Profile:** Personas should feel like a narrative. Mini biography of the person. What brought them to where they are today?
- **Prioritization:** Define if the user is part of the primary, secondary, tertiary audiences.
- **Name:** Come up with a name! It is critical to have a name for a persona.
- **Picture:** Find a photo or sketch up your own. A picture is very important. You want real people. Not models.
- **Quote:** Create a quote related to your user's concern, such as "We need clear and consistent development rules across jurisdiction" or "Not in my back yard"

You can also choose to add "scenarios" to your persona if you wish to make your persona more real, but it isn't necessary. Scenarios allow us to dive deeper into the situation and provide us with more of a specific setting.

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SCAMPER Worksheet #2.

Breakout group discussion question:
> **_Based on your understanding of the pre-development process for housing that is affordable how would you respond to the questions noted below._**

SCAMPER asks questions that help solve problems or ignite creativity during brainstorming meetings. SCAMPER keywords represent the necessary questions addressed during the creative thinking meeting. Ask questions related to each solution pattern and start exploring ideas or problems using these questions.

Substitute	
	What part of the process could be substituted? *Can the project time or place be replaced?* *What part in the process can be replaced with better alternatives?*
Combine	
	Can we merge two steps of the process? *Can we apply two processes at the same time?* *What part in the process can be replaced with better alternatives?* *Can we mix two or more components together?* *Can our company combine resources with another partner in the market?*
Adapt	
	What would we need to change to reach better results? *What else could be done in this specific task?* *How can we improve the existing process?* *How can we adjust the existing product?*
Modify	
	How will modifying the process improve results? *If permitting process was different, what would it look like?* *Can we change the process to work more efficiently?*
Put to another use	
	What other parts in the company can use the product? *What are the benefits for the product if used elsewhere?* *What if we target another market segmentation for the current product?* *Can we add a specific step into the process to replace another?*
Eliminate	
	What would happen if we removed this part? *How can we achieve the same output without this specific part of the project?* *Do we need this specific part? What would we do if we had to work with half the resources?*
Reverse	
	What would happen if we reverse the process? *How can we rearrange the current status for better output?* *What if we consider it backwards?* *Can we interchange elements?*