

## Examples of @ work personas

Personas can help people identify with different work situations. They can also help people talk and think about their own experiences without feeling like they are talking about themselves.

The most important thing is that the persona makes a connection with your workgroup. Do not use a persona who is a *Quantity Surveyor* if you want to talk about *Maintenance Engineers*.

The persona has to be appropriate to your workers. To learn how to make personas please read [how to make @ work personas](#).

On the next two pages are some examples personas. These are based on real people from the companies that collaborated in this research.

### Blank persona template

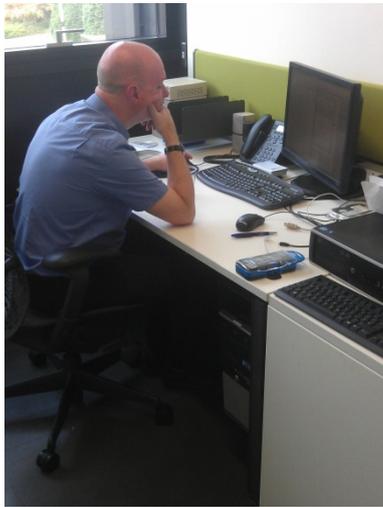
<p>Add in a photo of your persona.</p> <p><b>IDEA:</b> look for a photo that is about the same age and of the same gender on the internet. You might find a photo of someone doing similar work!</p>	<p><b>Name:</b></p> <p><b>Age:</b></p> <p><b>Job title:</b></p> <p><b>Job description:</b></p> <p><b>Story:</b></p> <p><b>Health:</b></p>
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## Office Working



**Name:** Michael

**Age:** 37

**Job title:** Quantity Surveyor

**Job description:** Michael works in a team of 8 people. He moves between sites depending on where his expertise is needed and at what stage 'the build' at each site is at. He has a desk and swivel chair and uses a laptop with an eternal keyboard and mouse for most of his work. He is in a shared office in a modular building on site and goes onsite several times a day.

**Story:** Michael has gained qualifications for his work through works schemes. Michael hopes he will get more promotions and that soon he will have his own team of workers to manage. As he ages, he will have more office based responsibilities and these will take him away from going out on site each day.

**Health:** Michael has some aches and pains, mainly in his lower and middle back. He aims to be active outside of work by going walking or to the gym.

## Working in confined spaces



**Name:** Will

**Age:** 47

**Job title:** Maintenance Engineer

**Job description:** Will works in a team of about 10 people for a large heavy manufacturing company. Will and his team are responsible for the day-to-day planned and emergency maintenance of the large plant machinery. This often involves going into or climbing up on the plant machinery

**Story:** Will did his apprenticeship in the steel industry and worked there for a few years before becoming a maintenance engineer. He hopes that as he ages he will still be in good physical health to do his job.

**Health:** Will feels he is in good shape to do his work but he does have some aches and pains, these are generally in the lower back and knees.

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## Working with hand tools



**Name:** Phil

**Age:** 36

**Job title:** Joiner

**Job description:** Phil usually works on his own as a joiner unless he has an apprentice with him or if the jobs he is doing require more than one person. Phil works on 1<sup>st</sup> and 2<sup>nd</sup> fixing most of the time and uses a lot of hand tools when working. He often uses a nail-gun but also uses a hammer when doing the fixing work.

**Story:** Phil started as an apprentice when he left school at the end of year 11. He notices that he works better in the warmer weather and hopes that he will continue to be able to work well through winters as he ages.

**Health:** Phil has some aches and pains, these are especially in his lower back and knees. However he would consider himself to be in good physical health for doing his job.

## Back of van layout



**Name:** Sarah

**Age:** 44

**Job title:** Animal welfare officer and inspector

**Job description:** Sarah works for an animal charity and is responsible for investigating cases of cruelty to animals in the Midlands. She works mainly on her own and drives for several hours each day and stops and starts depending on where the jobs are.

She drives a 3 door van, in the back (behind the seats) of the van is all the equipment she uses to do her job; dog pod, cat baskets, swan hooks etc... she also put animals in the back of the van when transporting them.

**Story:** Sarah started this job 8 years ago. She is unsure how she will feel about doing this kind of work when she is older due to it being physically demanding but also the reaction she might get from the public if she was 65 doing this job.

**Health:** Sarah has aches and pains all over her body but especially in her lower back. However, she would consider herself in good health.

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