

How to make @ work personas

Personas are a great way to get people to think about others without 'pin-pointing' real people. **All of the information needed to create a persona is gathered directly from your workers.**

IDEA: Use this information together with the "[Talking points](#)" and "[@ work cards](#)".

Have a go at making your own personas using the pointers below;

- 1) Work out which people you want to represent. This could be broad; "people who are mainly seated using computers" or specific group of workers "hairdresser".
- 2) Gather some real information from this group of workers (see below) and remember you may need more than one persona;

- Is your persona going to be male or female?
 - If you have more male workers use a male persona, and likewise for females. However if its 50:50 male and female then it might be a good idea to have two personas, one male: one female. You should also give the persona a name.
- What age to make your personas?
 - The average age of your workers could be used or, if you have a generally older or generally younger workforce you might want to make your persona older or younger to represent this.
- What job to they do?
 - Many similar jobs have different job titles, to allow more people to 'connect' with the persona it can be good to use the trade the person is practicing i.e. brick layer, or use a generic term for the group i.e. office worker.
- What is their job description?
 - This 'sets the scene' add in details about the specific responsibilities this persona has, what their likes and dislikes are etc...
- What is the person's story?
 - Mention previous work experience, major events that have impacted on this workers ability to do their job, what they have planned for the future etc...
- How healthy are they?
 - Describe the challenges facing this persona that reflect your workers; aches and pains and other health concerns.

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