



# Role-Based Personas

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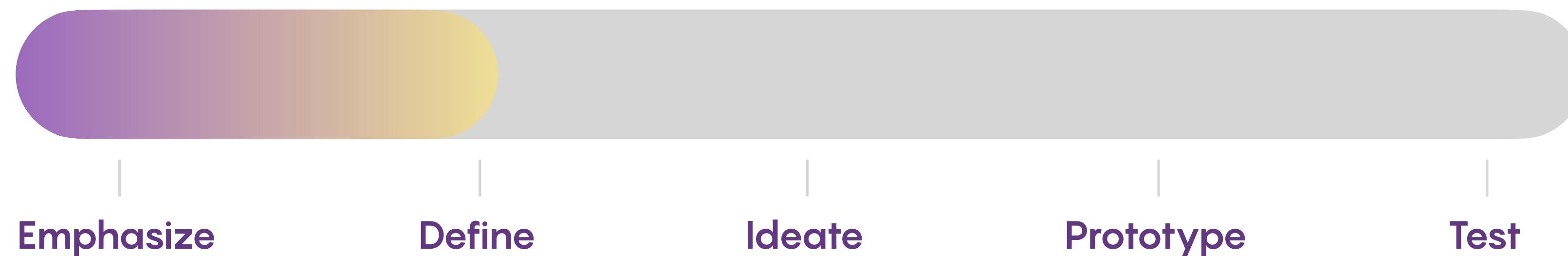
# Introduction

Personas are concrete **representations of users** based on their goals, roles, behaviours, etc.

Role-based personas are based on **a role** the users take on.

**Goals and behaviours** surrounding the role are also covered in the persona.

## Design Phases





# Introduction

In the narrow sense:

Roles include more context in real life, Personas only the necessary background refined for design.

When talking about Role-based personas:

Personas are fictional representations of the target users. Defining the personas by the role they take on is one method.

# Materials

- ▶ Pen
- ▶ Paper
- ▶ Previous data in forms of:
  - ▶ Interview recordings & transcripts
  - ▶ Data sheets
  - ▶ Infinity diagrams
  - ▶ Memos, etc.

# Instructions

1. Initial user research (finished in interviews, etc.)
2. Specifying the role
3. Gathering detailed data
4. Answering descriptive questions
5. Creating assumptions and goals
6. Making the Personas



# Elements

- ▶ Name of the role
- ▶ Photo
- ▶ Role description
  - ▶ Statement
  - ▶ Quote
- ▶ Knowledge and educational background
- ▶ Work activities
  - ▶ Intensity and stress
  - ▶ Collaboration level
  - ▶ Focus level
  - ▶ Mobility level, etc
- ▶ Tools
- ▶ Work environment
  - ▶ Safety
  - ▶ Location
  - ▶ Space size
- ▶ Personal Relationship
  - ▶ Competitors
  - ▶ Internal collaborators
  - ▶ External collaborators



## Advantages

- ▶ It brings a common understanding to the team
- ▶ More context is brought to the persona
- ▶ The persona is studied within an organization
- ▶ Less fictional compared to other persona variations
- ▶ many stakeholders beyond the design team can benefit from it



## Disadvantages

- ▶ Requires more accurate quantitative and qualitative data
- ▶ more business oriented
- ▶ not every target group has a certain role attached

# References

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# Contact

[usability-siegen.de](https://usability-siegen.de)

[fablab-siegen.de](https://fablab-siegen.de)