

Developing Personas to Understand Behavior

Worksheet



Refer to *Using Human-Centered Design to Strengthen Your TPP Program's Recruitment and Retention Plan* (webinar held on August 26, 2021) for a demonstration on how to use this worksheet.

What is a persona?

A persona is a fictional person, or an archetype, that describes a particular behavioral profile within your TPP program participants—their goals, their attitudes, their fears, etc. A representative set of personas will help you keep participants' needs top of mind when designing recruitment and retention strategies.

In commercial marketing, a common way to segment your priority audience is by demographic—by age, gender, race, and other characteristics. Human-centered design, however, utilizes another form of segmentation: behavior. By better understanding your participants' patterns of behavior, as well as attitudes, influences, motivations, and perceptions, you will develop a recruitment and retention plan that meets their needs.

Instructions:

During a brainstorming session with your TPP team, complete the persona worksheet template as a team or individually for a fictional youth, parent, or caregiver that participates in your TPP program. Consider the completed persona as you brainstorm different ways to improve recruitment and retention. Look for patterns of behavior across different personas. Some questions to consider:

- How can you group these behaviors toward sexuality and pregnancy? For example, are you noticing one pattern of distrust or fear around a certain topic among the youth and families you serve? And perhaps a pattern of curiosity or interest among others?
- What else do they have in common?
- What drives these attitudes?

As you start to notice these groups of attributes and behaviors, you can begin sorting them into different personas. Remember that personas are rooted in reality. Take care to ensure that you are not incorporating any assumptions into your personas but instead are referring to concrete learnings from your research.

Once your personas have been developed, use them as part of your recruitment and retention planning by asking:

- How would different personas react to a particular strategy?
- What new or different features should we consider to appeal to different types of personas?

You can customize this sample template and add or remove characteristics, as needed. To further understand your personas, complete the influence map.

Worksheet: Persona (Youth)

Use this template for developing a youth persona for your TPP program. Fill in each box with the characteristics or behaviors specific to that persona. Complete a persona template for every additional behavioral profile you and your team want to understand.

Picture: Draw a quick picture of your persona.

Family: What is your persona's relationship with family or caregivers?

Relationships and Sexuality: What are your persona's attitudes and behaviors toward relationships? How does your persona approach their sexuality?

Name: Choose a name and descriptor for your persona like "Sarah, the Nervous Newbie."

Societal Influences: How do peers, social media, culture, and history influence your persona?

Concerns and Barriers: What are some concerns or fears your persona has? What are some barriers that keep them from utilizing TPP programs?

Description: What is your persona like? What is their story? What circumstances do they face?

Worksheet: Persona (Parent/Caregiver)

Use this template for developing a parent/caregiver persona for your TPP program. Fill in each box with the characteristics or behaviors specific to that persona. Complete a persona template for every additional behavioral profile you and your team want to understand.

Picture: Draw a quick picture of your persona.

Children and Family: What is your persona's relationship with their children and family? How do they feel about their role as caregivers?

Relationships and Sexuality: What are your persona's attitudes and behaviors toward relationships? How does your persona approach their own sexuality? How do these attitudes influence their children and decisions about their children?

Name: Choose a name and descriptor for your persona like "Wally, the Worried Parent."

Societal Influences: How do peers, society, culture, history, and social media influence your persona?

Concerns and Barriers: What are some concerns or fears your persona has? What are some barriers that keep them from engaging with TPP programs for themselves or their children?

Description: What is your persona like? What is their story? What circumstances do they face?