A Model to Co-
Create Persona-
Based Tools

ANZSSA Conference Workshop

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What are we doing today?

1. What’s the problem?
2. Our solution (Persona engagement tool)
3. Our results
4. Your turn – use personas to address a problem
5. Showcase & Feedback
6. Reflection
Our problem
Activity 1: Who’s your student? (3 minutes)

A) Describe a typical student you meet

B) List the top 3 things/resources you’d recommend them

Exchange the document with someone NOT from your team, and repeat step B for the new student. What changes?
Activity 2: Who are you? (3 minutes)

Discover your persona now (case sensitive)

bit.ly/Persona-Demo
How do you study?

- Explorer
- Problem Solver
- Manager
- Forger
Solution: Persona as an engagement tool

MEENA
Age 21 • Single, with 1 roommate • College Student • Portland, OR

“I don’t have much spare room in my apartment, so I try not to buy things I won’t use very often.”

GOALS
• Save money
• Spend time outdoors
• Meet new people with similar interests

ABOUT
Meena is in her junior year at Portland State University. She is studying biology and loves spending time outdoors. Meena and her roommate live in a small apartment near campus. Meena tends to be frugal, but she also wants to try new hobbies.

CONCERNS
• Doesn’t have much to lend other people
• Worries about personal safety when meeting strangers

Meena and her roommate are planning a backpacking trip to Smith Rocks in Central Oregon. They usually climb in a gym, but for this trip they’ll need to find a crash pad. They don’t have the money or space for a crash pad and none of their friends are climbers.

Meena likes the idea of borrowing sports equipment and outdoor gear from people in the community, but she worries that she doesn’t have much to offer in return. She doesn’t want to be seen as a “ moocher.”

Secondary Persona
18-25 yrs old • Apartment
Interested in borrowing/lending:
Recreation, Garage, Sports

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1099 students completed tool

HOW WELL DOES THIS DESCRIBE YOU?

1099 students completed tool

HOW USEFUL IS THE ADVICE?

Logan Balavijendran & Sandie Tsan
It works!

1. Behavioural persona (inclusive, simple, resuable)

2. Context over content (how we present resources rather than resource itself – talk about group work)

3. Test and test (with students)
Your turn!
Your turn

DISCOVER | DEFINE | DESIGN | DELIVER
Your turn

**DISCOVER + DEFINE (2 mins)**
Choose a problem area and focus e.g. Helping students find most appropriate careers resources and opportunities

**DESIGN 1 (5 mins)**
Describe a student who is St, Or, So, In in your context.

**DESIGN 2 (5 mins)**
Resources/Opportunities that resonate with students who are St, Or, So, In

**DELIVER (5 mins)**
Combine Resources and Pitch into model

**TEST (5 mins)**
Showcase!
Questions?
What we learned

• Having accessible resources is not enough
• Co-create for more authentic products and services
• Nothing will be perfect, especially on the first try!
Thank you!