Who's Out There?
Personas in 15 Minutes

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What is a Persona?

A "persona is an archetype serving as a surrogate for an entire group of real people."

Steve Mulder, The User is Always Right

Faces and Voices
You ≠ Users

What’s in a persona?
- Picture
- Name, age, neighborhood, family members, etc.
- Defining goals, behaviors & attitudes
- Experience & education levels
- Story (scenario)
- Quote
- Anything else that helps make them real

Sample Personas
Simple Personas

Developing Personas

1. Brainstorm
2. Collect data - qualitative & quantitative
3. Identify unique behaviors & goals
4. Segment your users into groups based on these
5. Write a persona description for each major group
6. Test and refine

You don’t know who your users are until you ask them
Meet Chuck

Personas for physical spaces

Personas for physical spaces
Exercise: make them real

- Brainstorm groups of users
- Choose one type & outline a persona. Give them a name, a face, a story
- What would they use your library/website for?
- How can you serve them?

Useful Resources

- David Lee King
- Steve Madder
- Ginny Redish

Thank you!

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