

g³ -methode - zoom-version

Process guideline 3

How can we make use of the insights gained?

When it comes to developing a project that is to take into account the needs of a target group, it helps to work out at least one persona as a model for a deputy.

Total time: 70 minutes

Materials needed per person: A3 paper, pens, handicraft materials.

TECHNIQUE: Start breakout sessions for teams of two (if possible in the constellations that have already conducted the interviews in Process Guide 02).

1

Watch the time

Appoint one person to keep a close eye on the time at each step.

2

Develop a persona

Try to create a persona as vividly as you can. Take an A3 sheet of paper and use all possible pens and crafting materials! If you have conducted interviews while working with process guideline 2, you can use the results here.

Give your persona

- a name
- an age
- a gender
- a face
- an occupation
- a private life
- and anything else that seems important to you (e.g. nationality, religion, political and cultural background).

Notify to be named

- goals and behaviours
- preferences and expectations

Formulate a "quote" of the persona that clearly expresses his or her attitude to life!

Processing time: 30 minutes

3

To the point

Summarise in one sentence what the persona's most urgent need is:

_____ needs _____, to _____.

Develop from this the guiding question for further action:

What can we specifically offer the persona in relation to our initial question in order to meet her or his needs?

What can we offer _____ in order to meet _____?

Processing time: 15 minutes

TECHNIQUE: End breakout sessions so that all workshop participants are back in one room.

4

Round of introductions of the personas

Briefly introduce your personas to each other.

Processing time: 15 minutes