brio

FINAL PERSONA DEVELOPMENT

creating a comprehensive profile for the participants at the center of your design

final persona development

Now that you have completed the other exercises in this section, it's time to develop your final persona. This is the person for whom you will design your program. They represent your primary participant's experiences, challenges, and needs. Even if your final persona does not accurately reflect a real person, they should reflect the aggregate realities that your participants face.

The challenge of developing the final persona is making sure that you have a strong balance between details drawn from your interactions with participants, empathy for the participants' lived experiences, and the reality that all participants are unique individuals with unique stories. No final persona will perfectly capture everyone, but it must capture the most commonly shared attributes. You will base your program design on these key attributes.

instructions

Step 1: Complete the top box with details from your Mental Health Problem Definition worksheet and any conversations you've had with target participants. The questions will help you reinterpret what you've learned and described so far.

Step 2: Referring to the Empathy Exercise, fill in the box on the left. Select the most poignant or powerful details that emerged from the exercise. Next, refer to your Ecological Systems Analysis to fill in the center box. Again, select the components that stood out as most significant. Finally, refer to your Problem Chain Analysis to fill out the box on the right. In addition to identifying causes and consequences for the behavior or challenge, identify why change is desired for this participant.

Step 3: Hold a discussion with your team based on your Final Persona. Even better, hold this discussion with additional stakeholders and potential collaborators and funders who may want to better understand the groundwork that you have done.

Remember that sometimes your project will have multiple Final Personas. You may be working with families, in which you will need to develop a Persona for parents and children separately. You may be working with schoolteachers and schoolchildren, who will also need different Personas. The more clarity you're able to achieve at this stage, the more effective your program will likely be.

related tools: mental health problem definition, empathy exercise, ecological systems analysis, problem chain analysis

final persona development

The primary mental health challenge I struggle with is...

I've used these words to describe my experiences:

The themes and experiences that most define my story are...

At my core, I'm motivated or inspired by...

The systems and people that most affect me are...

The key causes and consequences of my mental health challenge or behavior are...

I or my family want to change this because...