



# 03\_Develop personae

## #Problems #Needs

Assign a colour to every stakeholder or stakeholder group (persona) selected in the step 'Prioritise your stakeholders'



Supply of post-its, copy or add new ones (N) whenever required



### Aim:

Focussing on the drivers, pains, gains etc. of the selected stakeholders in relation to an air quality sensor network or other urban air quality solution you are working on.

### Method:

Group discussion based on stakeholders selected in step 2 'Prioritise your stakeholders' (e.g. top 5).

At the end of the discussions you should be able to tell stakeholder "**stories**". Use the quotes section to make this more personal, e.g. "I suffer from an asthmatic reaction when running at high ozone concentrations")

On the second board, summarise insights through problem statements for each persona.

### Tips:

- Reach out to stakeholders at this point to do some verification
- Some aspects may not apply to beneficiary or impacted type stakeholders
- Copy entire boards for as many persona as you have selected in step 2. Copy board elements if you identify more problem statements

## Persona description

## Negative motivation

Frustrations, problems, fears ...

## Positive motivation

Wishes, dreams, needs



0'



20'

## Quotes

## Goals

What are they trying to achieve?  
Why is that important to them?

## Context

How are these goals achieved today?  
What obstacles do they face?

As a [persona #1] I have the problem that...

As a [persona #1] I have the problem that...

As a [persona #1] I have the problem that...

...because of...

...because of...

...because of...