

What is a Persona?

A Persona is a model of a potential archetypal user group. This model does not represent the main average user, but a representative of one of many possible user groups with similar behaviours, attitudes and motivations. A Persona is often developed for a specific domain or even a specific product or service. For this purpose, both basic data about the user group and concrete descriptions of these Personas are compiled.

What is the SWEET Lantern Sustainability Persona Tool?

The SWEET Lantern Persona Tool comprises 6 Persona cards and a factsheet explaining how to use personas. The SWEET Lantern Persona Tool will be used as a part of the Miro Toolbox developed by WP3. Future use cases of how the Personas are applied in real life experimentation in Living labs will be added to the Miro toolbox over time.

Why and for what purpose should I use Personas?

- Using Personas will help to establish a stronger user focus while designing a new solution
- Enhancing the identification of barriers (e.g., Define step of the Living Lab Integrative Process (LLIP)) that should be proactively addressed to support the adoption of the product, service or transition process for specific target groups
- Using insights on attitudes, motives, preferences, orientations, and behaviour of a specific target group for ideation in the design phase (e.g. Ideate step of the LLIP)
- Improving the target focus of existing products, services, and communication material on specific target groups (e.g. Implement step of the LLIP)

USE OF PERSONAS

How were the Sustainability Personas developed?

We used a semi-systematic literature review process to combine insights from scientific segmentation studies from different domains (mobility, housing, work, nutrition and consumption, agency (capability to take action)) to develop integrated personas that are clustered based on their behavioural and socio-psychological characteristics. We used insights from the comprehensive SWEET SWICE lifestyle typology that is based on a Swiss sample as a main orientation and included additional literature, compounded by 13 studies from Europe and North America.

What information can be found on the Sustainability Persona card?

- Introduction: Describes a Persona's most characteristic attitudes, motives, preferences, orientations and behaviours relevant for energy and sustainability projects
- Quote: Insight into the thoughts of the Personas, fitting their characteristics
- Tendencies in Socio-Demographics: Predominant socio-demographic characteristics of the Persona
- Spider diagram: Shows the different orientations and values of a Persona compared to all Personas
- Prevalence in Society: Gives an estimate of the prevalence of the Persona in society (this information is based on the six SWICE WP1 lifestyle types (Sütterlin et al., 2024))
- Descriptions per Domain: Describes behaviours and attitudes related to specific domains
- Picture of the Persona: Drawing to visualise key characteristics of the Persona

SCIENCE-BASED PERSONAS

What are examples of how to use of Personas?

- Identify barriers: Use a fictional interview setting with a Persona to unlock insights into specific barriers (e.g. in the needs-finding phase of a Design Thinking process)
- Develop use cases: Work in small groups and create for each Persona a use case for the product/service
- Develop an understanding of the user's needs: Brainstorm the persona's behaviours and thoughts when interacting with the product or service. From this, identify the underlying needs the persona may have

Example of a Workshop process to develop different use cases with the help of the Sustainability Personas

1. Voluntary, if needed: Add realistic (data-driven) characteristics to the 6 Personas regarding the specific domain at hand, based on the provided information of the Personas (e.g. intentions to use automated appliances in the household)
2. Participants: 6-18 participants, if possible from different disciplines, units, backgrounds
3. Introduction to the domain, the specific problem and possible solution pathways/product/services that you like to address during the workshop by moderator
4. Short presentation of the 6 Personas by moderator
5. Split into 6 groups, where each group is deepening the understanding of one Persona and tries to put themselves into the shoes of the Persona
6. Group work: Develop a realistic use case for your Persona: Identify their actions, explore feelings and emotions and define their needs in regard to the product, service, solution at hand (e.g. with the help of the empathy map or the value proposition canvas included in the Lantern LL toolbox developed in Deliverable 3.1)
7. Presentation of all use cases in plenary (including feedback from the whole group)
8. Voluntary: Identify those user groups that should be addressed by the solution/product (define criteria for this assessment)
9. Key insights: Identify 3-5 key insights from the workshop by an individual brainstorming on cards, followed by clustering the insights from the participants to derive the most important ones

EXAMPLES ON USE OF PERSONAS

What are the specific Pros and Cons of the Sustainability Personas?

The Personas developed for the Persona Tool have specific pros and cons compared to fictionally developed Personas. As scientifically based personas, these are developed on the basis of existing typologies reported in the literature. The Personas therefore reflect not only the social groups that are expected to be seen, but the major social groups that were identified in society by studies conducted in different countries. However, a fictional Persona can be described in a more detailed, comprehensive and engaging way. Furthermore, the fictional Personas often are more specific in terms of the actual target socio-technical practice.

PROS AND CONS