

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



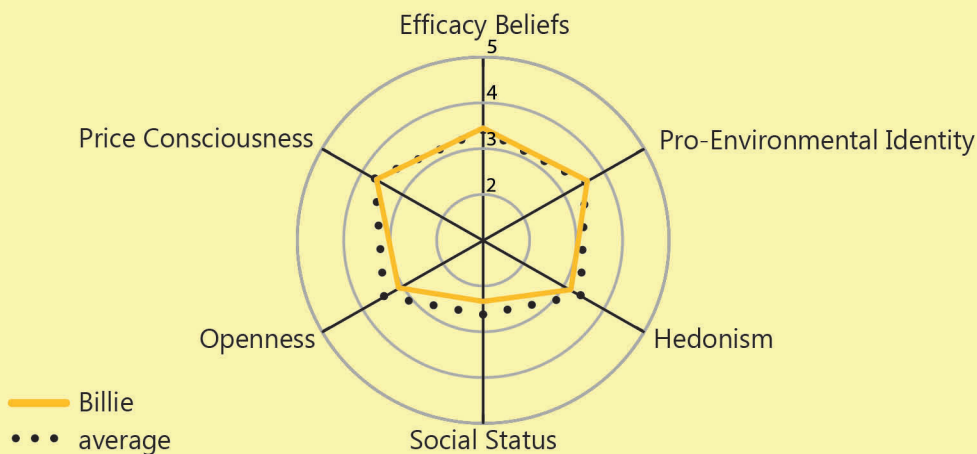
MODEST BILLIE

Prevalence in Society



Billie lives a frugal life with little concern for social status, material possessions or self-indulgence. She values sustainability and believes her actions make a difference, but her environmental behaviour is inconsistent. While she is cautious of food waste and practises small energy-saving habits, her efforts in other areas remain moderate. Billie enjoys stability and routine and spends much of her time at home.

“MANAGING THINGS CAREFULLY FEELS LIKE THE RIGHT THING TO DO.”



Consumption and Nutrition

- Moderate consciousness
- Moderate sufficiency behaviour
- Low meat consumption



Housing

- Average energy saving behaviour
- Moderately efficient use of energy for household appliances, electricity and water
- Low interest in technological solutions



Mobility

- Average use of all modes of transport
- Locally rooted
- Infrequent flyer



Work

- Relatively high energy saving behaviour
- Rare conscious choice of sustainable products
- Rare use of co-working spaces



Agency

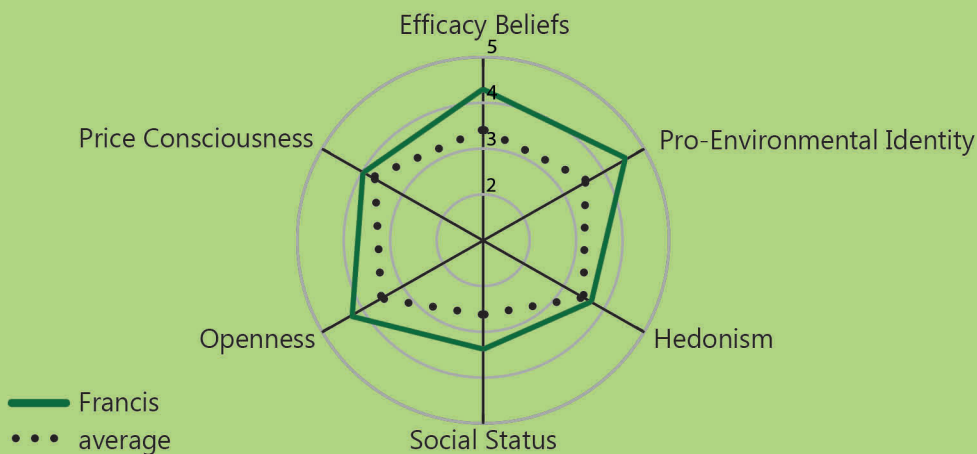
- Average support for pro-environmental policies
- Moderate participation in organised environmental activities (rallies, nature conservation projects)
- Reluctance to share (goods, tools and space)



FOCUSED FRANCIS

Francis is very committed to sustainability and optimises his impact through innovative technologies and behavioural choices. He actively supports environmental policies and participates in social and environmental initiatives. Although he is aware of the potential impact of his behaviour on the environment, he also values his social status and his own enjoyment and likes to discover new things, even if it means using an airplane.

“I DON’T JUST TALK ABOUT CHANGE; I MAKE IT HAPPEN, EVEN IF IT’S NOT ALWAYS PERFECT.”



Prevalence in Society



Consumption and Nutrition

- Highly conscious consumption
- Strong focus on sufficiency and efficiency behaviour
- Repairing instead of buying
- High importance of comfort and quality of goods
- Open to a variety of diets



Housing

- High energy saving behaviour
- Efficient use of energy for household appliances, electricity and water
- Regulation of energy use through smart appliances



Mobility

- High use of bicycles
- Rare use of cars
- Owner of E-car or hybrid car
- Short distances and leisure travel by walking, cycling or public transport
- Regular flyer



Work

- High energy saving behaviour
- Conscious choice of sustainable products
- High use of co-working spaces or home-office



Agency

- Support for pro-environmental policies
- Frequent participation in organized environmental activities (rallies, nature conservation projects and similar events)
- Openness to sharing (goods, tools and rooms)
- Community-oriented



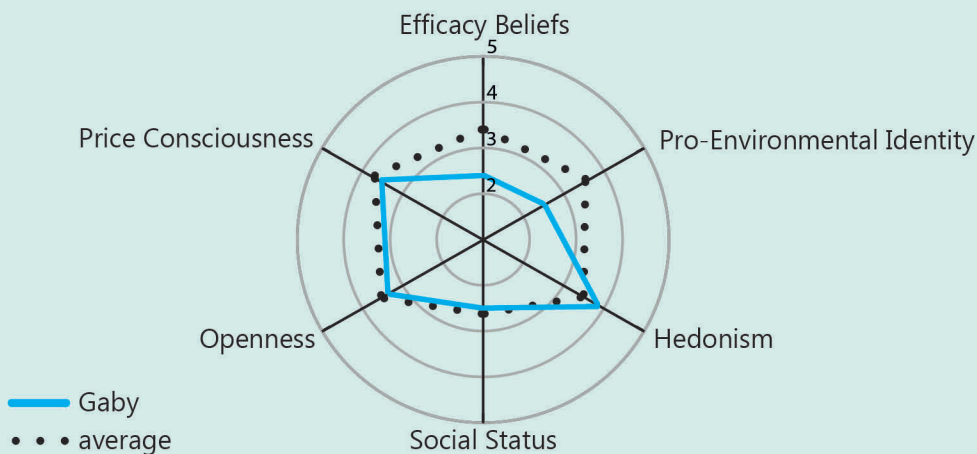
COMFORT-ORIENTED GABY

Prevalence in Society



Gaby values comfort, stability and personal freedom, preferring to live a self-contained life without regard to social status or trends. He is reluctant to new sustainable behaviours and opposes regulations that might affect his lifestyle. Unconvinced of his individual impact, he is minimally involved in pro-environmental or community activities.

**“WHY WOULD I CHANGE MY LIFE WHEN IT’S
ALREADY WORKING PERFECTLY FOR ME?”**



Consumption and Nutrition

- Self-centred consumption
- Buying instead of repairing
- Traditional food choices, indifference to new diets and quality labels



Housing

- No efforts to save energy
- Peak-users of energy and high heating consumption
- Inefficient use of electricity, household appliances and water
- Low interest in smart appliances



Mobility

- High use of car for all activities
- Low use of other modes of transport
- Sporadic flyer



Work

- Low energy saving behaviour
- Low to no sustainable product choice
- Low use of co-working or home office



Agency

- Low support for pro-environmental policies
- Low participation in organised activities for the environment (rallies, nature conservation projects)



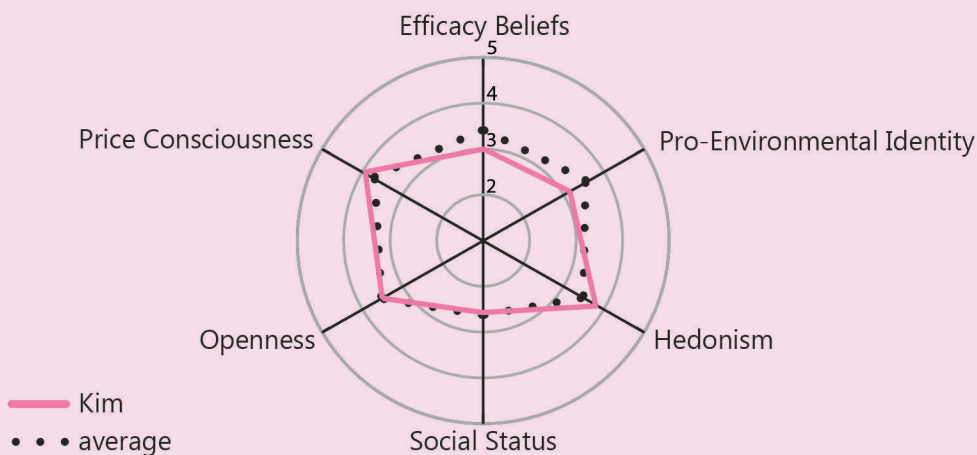
BUDGET-CONSCIOUS KIM

Prevalence in Society



Kim prioritises personal enjoyment and self-indulgence, although her spending is limited by budget constraints. She values her freedom of choice over social status and is sceptical about her individual impact on the environment. As a result, she rarely engages in pro-environmental behaviour and tends to choose the most attractive option without considering the wider consequences.

“ENJOYING LIFE MEANS CHOOSING WHAT FEELS RIGHT IN THE MOMENT, NOT WORRYING ABOUT TOMORROW.”



Consumption and Nutrition

- Self-centred consumption
- High eagerness to consume
- Moderate importance of comfort and quality of goods
- Traditional food choices, indifference towards new diets and quality labels



Housing

- Moderate small-scale energy saving behaviour
- Inefficient use of energy for household appliances, electricity and water



Mobility

- Average use of all modes of transport
- No specific preference for one mode of transport
- Convenience-oriented mobility



Work

- Moderate to high energy saving behaviour
- Rarely conscious choice of sustainable products
- Rare use of co-working or home office



Agency

- Low support for pro-environmental policies
- Low participation in organised environmental activities (rallies, nature conservation projects and similar events)
- Detached from neighbourhood



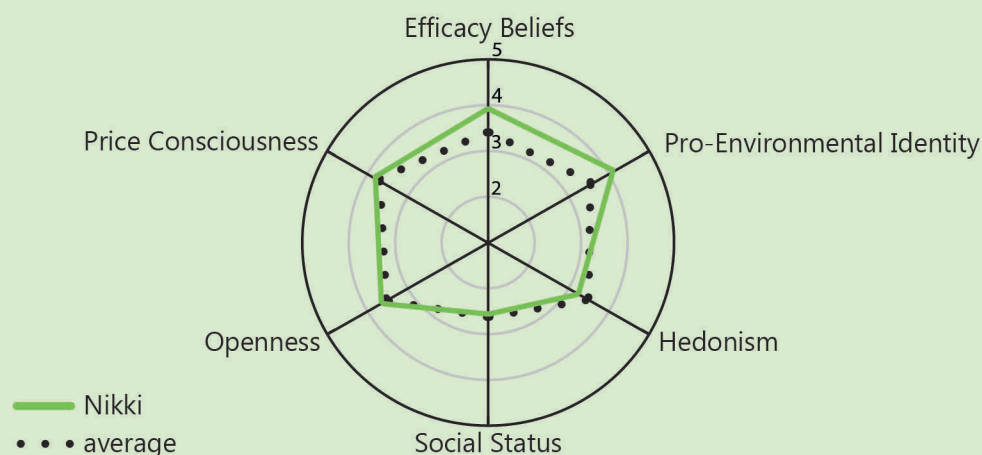
ECO-FRIENDLY NIKKI

Prevalence in Society



Nikki is committed to environmental sustainability, driven by strong altruistic and biospheric values. She embraces simplicity and quality, and avoids over-consumption. She prioritises durable, resource-efficient consumption and is willing to make financial sacrifices but remains cost-conscious. Nikki enjoys new experiences and prefers a modest lifestyle, engaging in sustainability through personal choice rather than organised activities.

“I PREFER TO INVEST IN WHAT LASTS RATHER THAN WHAT’S FASHIONABLE.”



Consumption and Nutrition

- Eco-conscious consumption
- Focus on sufficiency and efficiency behaviour
- Repairing instead of buying
- High importance of comfort and quality of goods
- Eco-friendly food choices, interest in new diets and importance of regional and seasonal foods



Housing

- Conscious energy saving behaviour
- Efficient use of energy for home appliances, electricity and water



Mobility

- High use of public transport
- Rare use of cars
- Short distances and leisure travel by walking, cycling or public transport



Work

- High energy saving behaviour
- Conscious choice of sustainable products
- Occasional use of co-working spaces



Agency

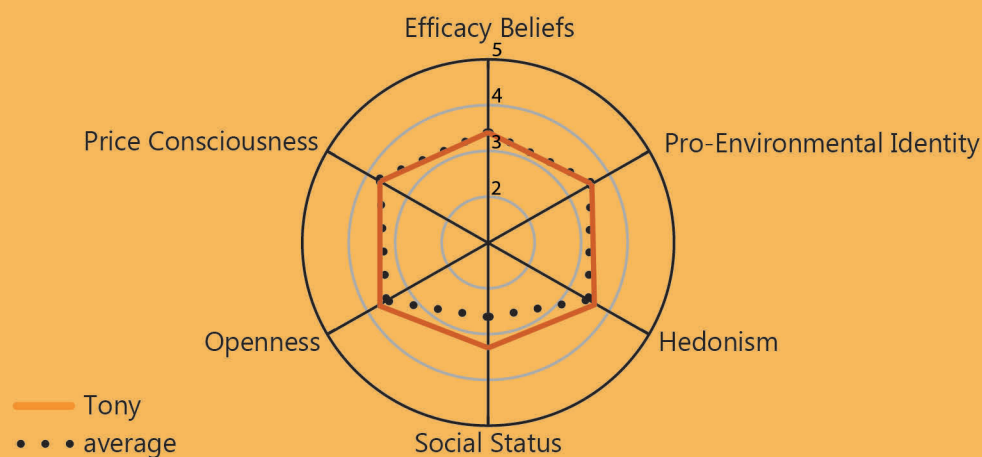
- Support for pro-environmental policies
- Moderate participation in organised environmental activities (rallies, nature conservation projects and similar events)
- Local involvement



TECHIE TONY

Tony is strongly involved in social and environmental initiatives and places great importance on his position in society. He is open-minded and curious but not fully convinced that he can personally make a positive impact on the environment. Therefore, he is keen to explore new mobility, nutrition, and work practices, but is reluctant to embrace sufficiency. Instead, he values innovation and efficiency over personal sacrifice.

“TRUE PROGRESS MEANS INTEGRATING NEW SOLUTIONS WITHOUT SACRIFICING OUR STANDARDS.”



Prevalence in Society



Consumption and Nutrition

- Inconsistent sufficiency behaviour
- Preference for technological solutions rather than avoidance of consumption
- High meat consumption but openness for a variety of diets



Housing

- High electricity use
- Low energy sufficiency behaviour
- Moderately efficient use of energy for household appliances, electricity and water
- Regulation of energy use through smart appliances



Mobility

- High use of all modes of transport
- Overall a lot on the move
- E-car or hybrid car owner
- Regular flyer



Work

- Large share still in education or training
- Moderate energy-saving behaviour
- High use of co-working spaces or home office



Agency

- Average support for pro-environmental policies
- Active participation in organised activities for the environment (rallies, nature conservation projects)
- Openness to sharing (goods, tools and rooms)