

07 | FUTURE PERSONA

TIPS AND INSTRUCTIONS

A DAY IN A LIFE

This tool helps you to focus on one typical day in your future persona's life. It helps you imagine the context around the persona, what things does the persona encounter daily and how the future around the persona is shaped.

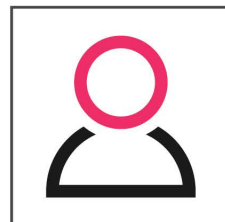
01 Read the scenario generated carefully then think about how to situate your persona in it.

02 Think about the basic details of your future persona. Then sketch/find an image that best represents your persona.

03 Reflect on the scenario, and think about how & what would the persona encounter in a typical day of life.

04 Read the categories in the template and think of what are the related aspects from the day mapping exercise .

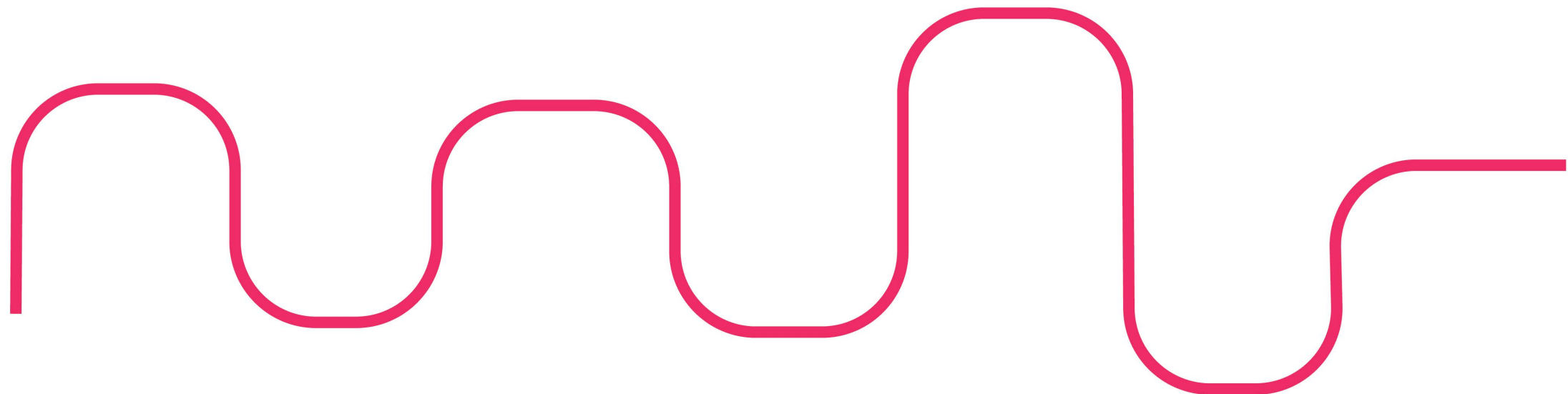
05 Revisit the "FRAMING SIGNALS" exercise to nurture the "A DAY IN A LIFE" categories.



NAME
AGE
GENDER

PERSONA
IMAGE OR SKETCH

START



END

MAP ACTIONS, OBJECTS, PLACES, PEOPLE....etc

WORK	ENTERTAINMENT	RELATIONS	PLACES	HABITS	HEALTH
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