

07 | FUTURE PERSONA

TIPS AND INSTRUCTIONS

STORY WORLD

STORY WORLD is a tool that helps you to bring a part of the world of an imaginary person . It helps you to think about hidden and unspoken aspects of his life. The tool helps you to relate to the complexity of the persona's life.

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 Read the categories of the STORY WORLD and reflect upon the scenario created.

04 Revisit the “FRAMING SIGNALS” exercise to nurture the STORY WORLD categories.

PROFILE



PERSONA
IMAGE OR SKETCH

NAME
AGE
GENDER
FAMILY
LIVING CONTEXT
WORK
PLAY

CONNECTIONS AND RELATIONS

Who is this person connected to? People and Organisations

OBJECTS AND PLACES

What physical and digital objects is this person connected to? Where and When?

HABITS AND SKILLS

What activities are usual or habitual for this person? How does this person learn? What shapes this? What skills and knowledge does the person have?

PERCEPTIONS
& THOUGHTS

What does this person think or believe about themselves and the world around them?

ASPIRATIONS

How does this person think about their involvement in change? What shapes this?

PLEASURE AND GRIEF

How does this person enjoy themselves? and what makes his persona sad? Think about everyday pleasures and frustrations

MEMORABLE QUOTES

(*) STORYWORLD adapted from Social Design Methods Menu (2013) by Lucy Kimbell