

07 | FUTURE PERSONA

TIPS AND INSTRUCTIONS

TIME TRAVELER

TIME TRAVELER* helps the team to develop profiles of the future by relying on current evidence and historical facts. The resulted profile is deeply grounded in reality. This tool helps you to create a persona that evolved over time and helps you to mark important events in the persona's live.

01 Think about the basic details of your persona . Then sketch/find an image that best represents your persona. Start from Today but do not get into the details of the persona.

02 Think of past events and context that shaped the persona in order to look like it does today.

03 Highlight how it looks like today.

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

05 Describe how the future persona looks like.

STEP 02



PAST Write a year

STEP 01 START HERE

NAME _____

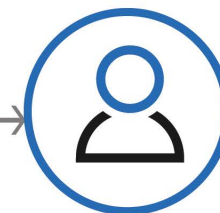
AGE _____

IMAGE/DRAWING



TODAY Write a year

STEP 03



FUTURE Write a year

How was the persona in years ago?

Highlight important facts/events that shaped the persona in the past

Work, Habits, Health, Relations,
Motivations, Objects, Self-perception,
Events.

How the persona looks like today?

Describe how the persona looks like today

Work, Habits, Health, Relations,
Motivations, Objects, Self-perception,
Events.

How the persona is going to look like in years?

Description of Future Persona

Work, Habits, Health, Relations,
Motivations, Objects, Self-perception,
Events.