

PROBLEM SOLVING TO BETTER ENGAGE WITH YOUR COMMUNITY

HOW TO USE THIS RESOURCE



Persona exercise

Print, trace or redraw the Persona template on **page 3 or 4**
or use the bullet points on **page 5**

Using the example of 'Joan' on page 2 as a guide:

- Think about **a person** who might access your service
- Detail their personal **circumstances**
- Put yourself **in their shoes** or use information you've already gathered from service users/beneficiaries to complete all the sections

Persona exercise

(Example)

Name: Joan

75yr old whose health & wellbeing is suffering from living alone and not feeling confident to leave the house independently

Age: 75

Relationships: Widow – partner died 2 years ago

Living Situation:
Lives alone in 1 bed flat

Occupation:
Retired

Interests/hobbies:
Reading magazines, crosswords, watching tv

Media/devices:
TV, smartphone

Visits regularly:
GP, Specsavers, hospital

Goals/needs:

To have some more people to talk to on a frequent basis in person. To have some more purpose in her day and something to think about whilst home alone. To keep up her routines and not have to deal with too much change.

Motivations:

Pictures & letters from her family
Being active on social media
Maintaining her independence with cooking & cleaning
Getting her hair done at the hairdressers once a fortnight

Frustrations:

Family & friends live far away or have passed away
Feeling lonely – missing her family & friends
Painful hip prohibits her walking alone far
Hearing deteriorating

Additional notes:

Takes the time to properly recycle – knows it's important but not an 'eco warrior'
Doesn't like waste
Likes to help others
Likes to hear about other people's lives & activities

Attitude/values:

Low
Med
High
High

Rate of engagement:

Low

Persona exercise

Age:

Relationships:

Living Situation:

Occupation:

Interests/hobbies:

Media/devices:

Visits regularly:

Goals/needs:

Motivations:

Frustrations:

Additional notes:

Attitude/values:

Low
Med
High

Rate of engagement:

Persona exercise

Age:

Relationships:

Living Situation:

Occupation:

Interests/hobbies:

Media/devices:

Visits regularly:

Goals/needs:

Motivations:

Frustrations:

Additional notes:

Attitude/values:

Low
Med
High

Rate of engagement:

Persona exercise

- **Age:**
- **Living Situation:**
- **Interest/hobbies:**
- **Visits regularly**
- **Goals/needs:**
- **Frustrations:**
- **Attitude/values:**
 - Low
 - Med
 - High
- **Relationships:**
- **Occupation:**
- **Media/devices:**
- **Motivations:**
- **Additional notes:**
- **Rate of engagement:**