**Background Section**

The Persona Core Team (like the bullets on p.184)

* What people/skills do you need to make [this document](http://eusesconsortium.org/gender/GenderMagPersona-FoundationDocuments/Foundations.html)?

The Persona On-Call Team (like the bullets on p 184)

Resources for Persona Effort (like the bullets on p.185)

* What resources do you need to make [this document](http://eusesconsortium.org/gender/GenderMagPersona-FoundationDocuments/Foundations.html)?

Product Problems we want to Solve (like the bullets on p.185)

* Say in 1-2 sentences what is “our product”.
* What problems do **users** like the [Abby Persona](http://eusesconsortium.org/gender/GenderMagPersona-FoundationDocuments/Foundations.html) specifically have with using our product?

Process Problems we want to Solve (2pts bullets on p.185)

* What process problems do **we** have with our own design/implementation process that the [Abby Persona](http://eusesconsortium.org/gender/GenderMagPersona-FoundationDocuments/Foundations.html) can help us solve?

Action Plan (Like Figure C.1, p186)

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Activity** | **When Completed** | **Related Project Milestones** |
| Family Planning | Same topic as book, but more detail | 2 weeks from now | Same topic as book, but more detailVision complete--Who’s doing exactly what to make that happen? |
| Conception and Gestation | Same topic as book, but more detail | 1 month from now | Same topic as book, but more detailE.g. Requirements complete--what requirements? Who completes them? |
| Birth and maturation | Same topic as book, but more detail | 2 months from now | Same topic as book, but more detail |
| Adulthood | Same topic as book, but more detail | 3 months from now | Same topic as book, but more detail |
| Adulthood | Same topic as book, but more detail | 4 months from now | Same topic as book, but more detail |
| Adulthood | Same topic as book, but more detail | 5 months from now | Same topic as book, but more detail |
| Lifetime achievement | Same topic as book, but more detail | 6-7 months from now | Same topic as book, but more detail |

**Data Section** (Like Figure C.3, p188: What data we’re going to (pretend to) collect about the process/product problems we made up)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Source of info #1 | Source of info #2 | Source of info #3 | More Data Needed |
| Question we made up | check |  | check |  |
| Question we made up #2 |  | check |  | Need more |
| Question we made up #3 |  |  | check | Need more |

**Sources** (that we made up. Like Figure C.4, p. 189)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Category (corresponds to data table) | Description (hyperlink/title of fake paper) | Date (that fake paper was published) | Author (of fake paper) | Source # | Incorp. Into Personas? |
|  |  |  |  | 1 | This column left blank intentionally |
|  |  |  |  | 2 |  |
|  |  |  |  | 3 |  |