**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 *with the persona* (like the bullets on p.185)

* Say in 1-2 sentences what is “our product”.
* What problems do **users** like the new persona specifically have with using our product?

Process Problems we want to Solve *with the persona* (2pts bullets on p.185)

* What process problems do **we** have with our own design/implementation process that the new persona can help us solve?

Action Plan *for the persona* (Like Figure C.1, p186)

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Activity** | **When Completed** | **Project Milestones and who is delivering them** |
| Family Planning | e.g., settle on goals <x> or <y> or <z> for this persona, collect data about <x> or <y> or … | e.g., 2 weeks from now | e.g., output: <whatever>  Core or on-call team member doing exactly what to make that happen? |
| Conception and Gestation | e.g., read and organize <data about specific topic>, …see book for more | e.g., 1 month from now |  |
| Birth and maturation |  | e.g., 2 months from now |  |
| Adulthood |  | e.g., 3 months from now |  |
| Adulthood |  | e.g., 4 months from now |  |
| Adulthood |  | e.g., 5 months from now |  |
| Lifetime achievement |  | e.g., 6-7 months from now |  |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | e.g., YouTube | e.g., research literature | e.g., <x> | More Data Needed |
| Question #1 we made up | ü |  | ü | e.g., also look for blogs |
| Question #2 we made up |  | ü |  |  |
| Question #3 we made up |  |  | ü |  |
| … |  |  |  |  |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Question # (corresponds to Data Section) | 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 |  |