

## Personas and scenarios: kick-off workshop

### Day 1

<b>9 am</b>	Brief introduction to Personas and Scenarios, workshop objectives, and process	Core team and stakeholders
<b>9:45 am</b>	A-priori layout of possible Persona categories <ul style="list-style-type: none"> <li>• Determine categories that are important to business and NPD objectives: users, buyers, influencers, other?</li> <li>• Context of use</li> </ul>	Core team and stakeholders
<b>10:45 am.</b>	Process / cluster data: <ul style="list-style-type: none"> <li>• Read data sources and identify key facts</li> <li>• Affinity exercise to cluster facts around categories of users</li> </ul>	Core team, includes working lunch.
<b>1:15 pm.</b>	Identify and create skeletons: <ul style="list-style-type: none"> <li>• Evaluate processed data to verify categories of users</li> <li>• Identify subcategories</li> <li>• Create skeletons from key data points for each</li> </ul>	Core team
<b>5 pm</b>		

### Day 2

<b>9 am</b>	Prioritize skeletons for personas development	Core team and stakeholders
<b>10: am</b>	Develop personas from skeletons <ul style="list-style-type: none"> <li>• Resume style + short narrative foundations document</li> <li>• Develop skeletons: details, precisions, stories, scenarios</li> </ul>	Core team
<b>2 pm</b> , includes 30 minutes lunch break	Bring final touches to the Personas <ul style="list-style-type: none"> <li>• Illustrate</li> <li>• Name</li> <li>• Tag line</li> <li>• Wrap up</li> </ul>	Core team and stakeholders (optional).
<b>3 pm.</b>		