

Personas and scenarios: kick-off workshop

Day 1

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

Day 2

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