Activity 2: Create Personas

Goals

1. Create explicit personas for community stakeholders to help guide community efforts

2. Enable checking future plans against persona goals

Prerequisites

Community Engagement Activity 1: *Who is Your Community?*

Related Activity

Governance Activity 16: *Recognition and Contributions*

Who Should Participate?

Program management (tactical thinkers); Program staff (operational expertise); Community representatives

Length

45-60 minutes

Definition

Personas are descriptions of imaginary users that are based on observations or understanding of actual potential or current stakeholders.

Activity Instructions

1. Follow Mozilla's Contributor Personas & Pathways activity using the list of prioritized community stakeholders from *Activity 1: Who Is Your Community*. Create specific descriptions of needs, value proposition, and interests.

   - For example, a few potential stakeholder groups might include: publishers, java developers, grant officers, and library deans. If library deans are one group you want to engage and keep informed, create a specific description of an individual "dean" so you can consider their needs, value proposition and interests.

2. After creating personas, consider how they map to your prioritized community stakeholders

3. Consider how these groups value recognition (see Governance Activity 16: Recognition and Contributions)

Next Steps

Incorporate these personas into your planning documentations and review them periodically as a part of your regular strategic planning efforts. You may need to update these personas as their needs change or modify your plans to re-align your efforts with their needs.