

# Creating a persona

## Who am I?



In your groups discuss and create a persona relevant to your Challenge and build up a picture of that person's life. Put as much detail into the persona profile as you can.

My name is

Joe

How old am I?

37

Draw a picture of me



Where am I from? Where do I live?

*Born in Edinburgh but live and work in Glasgow with my wife and children.*

What do I like to do in my free time?  
What are my hobbies?

*I like to spend as much time with my family as possible. I like to keep fit and run regularly, – it clears my head as well.*

Where do I work? What do I do for a living?

*I run my own plumbing business, doing domestic plumbing jobs in the Glasgow area. I employ one other plumber and an apprentice.*

What is important in my life?  
What makes me happy?

*Providing for my family is most important. Seeing my family growing up enjoying life and being healthy makes me happy.*

What is my home life like? Who are my family?

*I live with my wife (who is a university lecturer) and two children – 7 and 5 – in the south of Glasgow, just a short walk from my children's primary school.*

What worries or irritates me?

*Climate change is a big worry. Locally, people who don't clean up after their dogs is irritating.*