

## PERSONA PROFILE

A method that helps describe a potential user and is based on their behaviour pattern.

### 1. Defining the target group

- First, determine the audience segment by assigning it an emotional characterisation.
- Socio-emotional group: [Social role] + [Adjective]
- Explanation: Not simply “Senior”, but “Erudite senior” or “Suspicious senior”. This helps clarify how this group differs from others.

### 2. Persona Identity (Profile)

- From the group, extract one specific, “real” person.
- Name: [First name only]
- Note: Do not use a surname.
- Age: [Exact number]
- Note: Never use a range (e.g., “around 60”). It must be precise (e.g., “62 years”) so the persona feels real.
- Profession / Occupation / Interests: [Specified role]
- Explanation: Not only the sector or hobby, but also the details. For example: “Retired rural schoolteacher”, not simply “retired teacher”.

### 3. Attitude and Understanding

- Two “quotes” that characterise the persona’s experience and expectations.
- About the specific product (AI session):
- Question: If they had to describe Artificial Intelligence in their life in one sentence – what would they say? (Overall feeling/experience).
- About AI’s place in society overall:
- Question: How would they describe AI in general? (Their “big picture” understanding).
- Based on these assumptions, an associative conversation (“truth or lie”) cube can be created for use in the session.

### 4. AI Experience Scenario (Sequence of events)

This is the most important part. Analyse a specific moment when the persona uses or encounters AI. The persona may have several scenarios.

## A. Background story (Context)

- 30 seconds of life before encountering AI.
- Location: Where are they physically? (At home watching evening news on TV, at a neighbour's, on a bus, at a bank?)
- Device: Phone or computer?
- Trigger: What exactly happened that caused them to encounter or think about AI?

## B. True Motivation and Goal

- What are they trying to achieve by using or discussing AI?
- Incorrect goal: "Find information or try AI."
- Correct goal (example): "Find advice on how to properly water the unusual plant their grandchildren gave them."
- Explanation: The goal must be a practical task that AI helps solve.

## C. Frustrations (Pain points)

- What goes wrong in this specific scenario?
- Barriers: What annoys or stops them? (Receives a silly answer? Doesn't understand how to start using it. Doesn't gain confidence that AI knows everything.)

### EXAMPLE:

*Group:* Retired rural schoolteacher

*Persona:* Emma, 67

*Occupation:* Currently not working, lives in a small rural village in Gulbene municipality

*Attitude:* "Everyone is talking about it; I should also see what it is and whether it really knows everything."

*Scenario:*

*Background:* Thursday, a snowstorm outside; at home reading news on a computer.

*Goal:* Find advice on how to properly water the unusual plant their grandchildren gave them.

*Frustration:* After typing "Artificial intelligence" into the search engine, she cannot understand what to do next on the suggested pages. She will have to go to the library for help.