

Persona profile: interview sheet

Fictional name:

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Key interests:

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Communications

Facebook

REGULAR	MODERATE	NEVER
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Twitter

REGULAR	MODERATE	NEVER
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Personal blog

REGULAR	MODERATE	NEVER
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Work blog

REGULAR	MODERATE	NEVER
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Ning or other platform

REGULAR	MODERATE	NEVER
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Linkedin

REGULAR	MODERATE	NEVER
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Email

REGULAR	MODERATE	NEVER
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Skype/online conferencing

REGULAR	MODERATE	NEVER
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Report or academic journal writing

REGULAR	MODERATE	NEVER
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Telephone

REGULAR	MODERATE	NEVER
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Letterwriting

REGULAR	MODERATE	NEVER
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Face to face meetings

REGULAR	MODERATE	NEVER
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Extract 1 or 2 comments from interview:

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Interview responses:

PROMPTS [USE 2-4 IN EACH SECTION OR MAKE UP YOUR OWN ALONG THE SAME LINES]. AIM FOR A DISCUSSION RATHER THAN QUICK ANSWERS. USE THE 'TRIGGERS' TO VISUALISE YOUR RESPONSES:

1. About you [to develop the persona]

How would you describe your decision making? EG: what do you do when you make a major purchase [*plan/impulse*]?

Describe your lifestyle: home / family / interests [*these can be frictional if you prefer*]

What are your ambitions / aspirations. What motivates you the most: family / community / career /...?

2. Your current communication forms

What form of communication do you prefer to have: verbal / written / visual / audio?

Why does that form appeal to you or feel natural?

What feels like a good conversation to you: long and ongoing / deep / short and concise...?

How has your conversation/communication changed since the introduction of email / chat / txt / twitter / social media...?

What has been lost? What has been gained?

Imagine the ideal future of communication - what does it look like? EG: what proportion of each mode [verbal/written/visual/audio] would be best?

How can these modes related to each other? How do they link and support each other?