VMMC PERSONA TOOL

ACTION CATALYST TOOLS

upstream finalmile. Ipsos Healthcare

Introduction

○ POOR ○ AVERAGE ○ BEST

PERSONA / SEGMENT NAME

AGE RANGE

—

LITERACY

%

Getting His Attention

○ POOR ○ AVERAGE ○ BEST

INTERESTS AND HOBBIES

ATTITUDE TOWARD HIV AND HIV RISK

How to Prioritize Him

○ POOR ○ AVERAGE ○ BEST

HIV RISK

- VERY HIGH
- SOMEWHAT HIGH
- MEDIUM
- SOMEWHAT LOW
- VERY LOW

ABILITY TO MAKE OWN DECISIONS

% STATISTICAL PROPORTION OF UNCIRCUMCISED MEN

WHERE THIS SEGMENT IS IN THEIR JOURNEY

% Stage 1: **Relate**

% Stage 2: **Anticipate**

% Stage 3: **Relieve**

Where to Engage Him

○ POOR ○ AVERAGE ○ BEST

AREA TYPES

%

REGIONS

%

%

%

PRIMARY MEDIA EXPOSURE

%

%

%

WHERE HE SPENDS TIME

Morning

Afternoon

Evening

PERSONAL INFLUENCERS

%

%

%

What Topics to Engage Him With

○ POOR ○ AVERAGE ○ BEST

STAGE 1 SPECIFIC BARRIERS

BENEFIT	%	%	%
PAIN	%	%	%
LOSS	%	%	%
DISTRUST	%	%	%
UNCERTAINTY	%	%	%

STAGE 2 SPECIFIC BARRIERS

BENEFIT	%	%	%
PAIN	%	%	%
LOSS	%	%	%
DISTRUST	%	%	%
UNCERTAINTY	%	%	%
SHAME	%	%	%

STAGE 3 SPECIFIC BARRIERS

| BENEFIT | % | % | % |
| SHAME | % | % | % |

SERVICE EXPERIENCE CONSIDERATIONS