



PURPOSE

This tool is built to help VMMC Implementers develop profiles or “personas” of would-be VMMC clients that can be used to generate more targeted and effective interventions. The tool is provided as a PDF file. This file can be used as a print-out or blown up as a poster to engage a small team in a conversation. However, the final intended use of the tool is to enter information directly in to the PDF document. The file is structured with pre-defined lists that can be selected, along with boxes where sentence-based answers can be typed in. Save a new file for every persona that is built.

What is a persona?

The purpose of personas is to create reliable and realistic representations of your key audience segments for reference. These representations are based on qualitative and quantitative (if available) understanding of your target audience. Effective personas:

- Represent a major subgroup of the target population
- Express and focus on the major needs and concerns of the most important target groups
- Describe real people with backgrounds, goals, and values

Why create personas?

Personas help to focus decisions surrounding service delivery, communication strategies, etc. by ensuring we remain mindful of the culture, needs, fears, and aspirations of the target population throughout the intervention development process.

CONSIDERATIONS

What are personas based on?

Personas are usually a mix of qualitative and quantitative data. Personas can, however, be based on purely qualitative data. Qualitative data may be gathered formally or informally from direct observation of men in the field, from interviews with mobilizers, implementers and others working in the field, or from secondary research sources. The more points of reference, the better informed the personas will be.

Evaluating the quality of a persona

Poor quality data sets are comprised of very small numbers of anecdotal observations. Moderate quality data sets will be based on multiple sources with moderate sample sizes. The best quality data sets will be comprised of both qualitative and quantitative data from statistically significant sample sizes.

How many personas should we create?

Creating 5-8 personas will give a team enough variety to address diversity in the target population while still keeping interventions focused and feasible. The idea is to craft illustrations of people that have distinct backgrounds, experiences, beliefs, and concerns. You want a diverse enough set that most target audience characteristics are addressed, while at the same time, limiting the number of representative characters to a manageable size.



Using the Persona Tool Without Segmentation Data

The persona template can be used without any quantitative data inputs. These qualitative-only personas can still provide rich profiles for intervention design, granted the profiles reflect the qualities of identifiable characters representative of the target audience.

Using the Persona Tool with Segmentation Data

Personas built using quantitative data are a step-wise evolution in accuracy of profile as well as value of target. That is, quantitative data helps to more narrowly define the market, enabling more targeted investments for the greatest return on investment. The quantitative data also provides more accurate assessments of challenges to address and opportunities to pursue.

HOW TO USE

The persona template is comprised of five primary sections:

1. Persona Introduction
2. Getting His Attention
3. How to Prioritize Him
4. Where to Engage Him
5. What topics to Engage Him With

This visual map can serve as a useful resource for planning and prioritizing efforts. As such, it's encouraged to use the map as something that remains visible in an office and is updated as new efforts are started or others are discontinued.

1 PERSONA INTRODUCTION

Section 1 provides an opportunity to name, or label, the persona of interest. This name/ label becomes the short-hand for referencing 'this kind of man' when conducting intervention development and intervention improvement sessions. This section also provides basic demographics, including age range and literacy indicator. These help to frame his level of experience and education in life broadly.

2 GETTING HIS ATTENTION

Section 2 has two core categories of information. The first is 'Interests and Hobbies.' This provides an opportunity to identify the man according to lifestyle behaviors. Is he the sporting type, or perhaps more involved in music, education or social issues, etc.? The next section asks: 'What is his attitude to HIV risk?' Does he feel like HIV risk is relevant to his lifestyle, or does he believe that it's someone else's concern? Has he taken steps to protect himself or does he believe that fate is out of his hands? Has he had direct experience with HIV (friend/ family) or is it a distant and opaque concern?



3 HOW TO PRIORITIZE HIM

Section 3 offers a perspective on prioritization of the man. Objectively, what is his HIV risk? What is his objective and subjective ability to take steps to protect himself. And where in the VMMC 3 Phase Journey is he most likely to be found? Is he in the RELATE phase; still not having internalized the benefits of VMMC? Is he in the ANTICIPATE PHASE; committed to the benefits, but still not having taken the final step? Or is he in the RELIEVE phase; where he might be a valuable advocate?

4 WHERE TO ENGAGE HIM

Section 4 considers some of the mechanics of 'where to engage' this man, and what channels may be most effective for doing so. Where does he live? (region, district). What kinds of media is he most in tune with? What kinds of people in his environment provide high-influence opportunities for engagement?

5 WHAT TOPICS TO ENGAGE HIM WITH

Section 5 defines the key barriers this man is likely to be facing at specific points in the 3 Phase Journey. These key barrier themes include:

1. A lack of perceived relevance of VMMC benefits
2. Anticipated Pain
3. Anticipated Loss
4. Distrust
5. Uncertainty
6. Anticipated Shame

Having gone through the PORTFOLIO MAPPING EXERCISE, you would be familiar with the portfolio of specific interventions addressing each barrier theme. You may have also identified a few of your own. For each persona, a unique set of barriers will help illustrate a unique profile, providing a distinct persona to design interventions against. Remember, that after completing this tool teams should return to the PORTFOLIO MAPPING TOOL to overlay personas onto the specific barriers with interventions that might work for them.

Having created 5-8 unique personas, you are now ready to move to the INTERVENTION IDEA DEVELOPMENT TOOL to design specific interventions for each persona.



ACTION CATALYST TOOLS

6 DETERMINE THE QUALITY OF DATA USED

In the header above each section you will notice buttons to select POOR, AVERAGE or BEST. Select the button that best represents the quality of data used to complete each section.

POOR data tends to come from your own judgement or few conversations with men or IPCs.
AVERAGE data tends to come from qualitative studies or white papers.
BEST data comes from quantitative studies and/or segmentation.

This should help you determine what data you need to strengthen.