

TTC Labs

**Persona**

**Sets**



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# Overview

# Who are TTC Labs?



**The Trust, Transparency and Control Labs (TTC Labs) is a co-creation lab that advances the user experience around data.**

Initiated and supported by Facebook, TTC Labs drives collaboration between policy makers, privacy experts and technologists through design thinking. We build trust, and we advocate for transparency and control—for Facebook platforms and for digital services around the globe.

To date, TTC Labs has brought together over 200 cross-industry and design companies as well as 120 policy, academic and civil society organizations globally to tackle shared challenges. These challenges include notification and consent, explaining data concepts to different audiences, algorithmic transparency and designing for young people.

TTC Labs creates materials that anyone can use, adapt and replicate. We're publishing tools, practical guides and frameworks by synthesizing the patterns and insights produced at co-creation workshops called Design Jams to enable the wider community to collaborate on shared challenges. We are fostering collaboration and innovation in order to speculate on potential solutions.

Our aim is to focus on what people across the globe and disciplines need and want from technology. We need to keep working together for a scalable approach to building trust, transparency and control into data-driven products and services. Our vision is to create meaningful experiences between people and data that are sustainable and equitable for all.



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# Why do we use Personas?

Personas are helpful to represent the diverse set of people we are designing for - their goals, nuanced perspectives and needs - and they allow us to lean into hard problems, uncover blind spots and consider trade offs when creating solutions for a wide range of people who often have conflicting needs and goals.

Ultimately, Personas help us to keep our audience front of mind during the design process – they encourage us to empathise deeply with the people we are designing for.

If you'd like to explore more about Personas, we recommend the following:

## **Personas – A Simple Introduction**

by Rikke Friis Dam and  
Teo Yu Siang

## **About Face: The Essentials of Interaction Design**

by Alan Cooper , Robert  
Reimann, David Cronin,  
Christopher Noessel



# Strengths of using Personas

- Establishes a human-centered mindset (as distinct from a technical/ functional mindset)
- Help teams first focus on people's needs, not on solutions
- Engages empathy to help generate solutions
- Helps teams quickly evaluate solutions by 'testing' them with Personas
- Helps teams to create a common language around the purpose of their design

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## Personas Help us Avoid

- Creating 'elastic users' – people who stretch to fit the product, not the other way around
- Self-referential design – projecting the designers own goals, skills, motivations and mental models
- Focusing on edge cases at the omission of core audience (noting that there may be specific instances when we do want to explore particular, uncommon needs around certain topics)



# Personas Principles



## **Personas should be tools for design.**

Personas are not an end in themselves: they should be an integral part of the design process, used by designers and product teams to solve real problems based on people's needs.

## **Personas should be created and used as a set.**

The needs of people we design for are wide and varied, and can't be encapsulated as a single persona. Therefore we should use Persona Sets of 3-5 personas to more broadly cover the spectrum of people's needs.

## **Personas should be based on real research.**

This research can be primary or secondary research, but should have a clear basis in fact. The best persona sets combine both quantitative and qualitative research insights. Personas should not be stereotypes or caricatures – they must be based on real data.

## **Personas should not be generic.**

The personas in this library have been created to explore 'specific behaviours' around 'specific topics.' Personas can't be easily transferred from one topic to another, because relevant backgrounds, attitudes, behaviours and needs will vary considerably from topic to topic.

## **Personas are behaviour-based.**

Though personas should take into account demographics, market segments, user profiles and other quantitative analysis, they should be primarily concerned with behaviour: what the person feels, thinks, says and does.



# Acknowledging Limitations of Personas



- Personas are not comprehensive of all possible behaviours. They are fictionalised composites of behaviours observed in research, focusing on what are common amongst many people. By definition, they omit idiosyncratic behaviours, which may be important factors to design for.
- Personas can embed stereotypes and unconscious bias. In using personas, we may unconsciously project traits onto the personas based on their age, gender, ethnicity or a myriad of other factors that are not relevant to the challenge.
- Personas require us to empathise – this requires some familiarity with the traits being depicted. This may present some challenges when designing for ‘extreme’ personas.
- The existing Persona Sets have been developed largely in the context of North American and Western European Design Jams, and the demographic diversity is reflective of that bias.



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**How to use  
these sets**



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# When to use personas

Personas should be used throughout the design and development process of digital products, to continually orient the team towards designing for people and their needs.

However, they are particularly useful during the ideation phase of a new design challenge – either building something new, or evolving an existing product.

Personas help generate new ideas as they can focus the team on particular needs, within the context of a persona's life.

Personas can also help teams evaluate new ideas. Using fictional scenarios, teams can quickly 'test' their ideas – asking themselves, does this proposed solution address the real challenges and needs of the persona? Though it is no substitute for testing with real users, scenario testing with personas is a quick way to get indicative feedback.



# Modifying these persona sets for geography

These persona sets have been developed as sets specifically for each topic, so whilst we don't recommend swapping personas from one topic to another, it may be necessary to modify some details based on the geography of where they're being used.

To be useful, the personas sets need to feel relevant to you, in your own geographical context.

Therefore, if details within the persona sets feel incongruous, we recommend to:

- 1. Make the geography more relevant**  
(for example: changing country or city name.  
Ensure that any ammended location has similar traits around size, population mix, and attitude.  
For example, London may be analogous to Paris or New York, but not to a small town in Canada)
- 2. Adjusting the persona's name** to something more common in your geography
- 3. Replace photography**  
(clothes, background, ethnicity)
- 4. Adjust lifestyle details**  
(for example: common sports, teams)



# Glossary of Data & Privacy Metrics

To provide a simple and visual representation of a persona's relationship to privacy and data, we have created a 5-point scale, from low to high.

## Privacy & Data Literacy

### Relating to a persona's knowledge:

How well does the persona understand fundamental aspects around technology, data use and privacy considerations?

#### Low

No understanding of the ecosystem. Rarely uses digital services.

#### Medium-Low

Some understanding of the ecosystem, but is content to use tech and digital services to accomplish tasks, without needing to know 'how' it works.

#### Medium

Regular user of digital services, with a vague and superficial understanding of how they work. Is only partially aware of the active steps they can take to control their data and privacy.

#### Medium- High

Digitally savvy, with a high fluency in using a range of digital services, but with a fragmented view of how they work - understanding some aspects but not others. Is able to take active steps to control their data & privacy online, through binary choices such as refusing services, or utilising private-mode in browsers.

#### High

Comprehensive understanding of how the ecosystem works. Uses many digital services across multiple devices. Is able to control their own data & privacy online, through settings, ad-blockers, VPNs and other means.



# Glossary of Data & Privacy Metrics

## Privacy & Data Concern

### Relating to a persona's attitude:

How concerned is the persona about their privacy, and data capture, storage and use in digital services?

#### Low

No concerns.

#### Medium-Low

Some concerns, but willing to share data for minimal benefit.

#### Medium

Is concerned about serious misuse of data. However, is willing to provide data for a 'fair' exchange of value

#### Medium- High

Skeptical about the ethics of data use. Is reticent to opt-in to sharing personal data if it's avoidable.

#### High

Highly concerned about data and privacy, for themselves, and for society. Active in sharing their concern with others. Takes active steps to protect their data and refuses to use otherwise useful services due to data privacy concerns.

