3c: Propose Opportunities for Design

Final Output:

☐ **Persona Profiles**

Identify all users and describe them in more detail, including the service recipient and service provider.

☐ **Relationship Map**

To help analyse and make sense of the diagnoses, map the relationships between your personas, their needs, and the people responsible.

☐ **Creative Prompts**

For each diagnosis, articulate multiple "How might we?" questions that will prompt teams to think about creative solutions.

Completed Field Notes Map

Place your main learning goals on a wall or board in a shared space.

⬠ 3c Tool #14 **Persona Profiles**

Personas are fictional characters that are used to understand the needs, values, aspirations, abilities, limitations, and character traits of different users. They will help your team consider designs and plans from a point of view that is not their own. Create a persona profile for each user in your system — in addition to your prioritized user-group, represent your caregiver's interactions with people such as community leaders, other mothers, and health-care workers.

Influencers

Think about single behaviours that result from external pressures (rather than regular habits). Who are the influential stakeholders in their life?

① --

③ --

②

④

Background

What important life experiences or events have contributed to this person's current situation? What social determinants of health influence his/her current situation?

Environment

What is the geography and conditions where they live?

Time

What does a typical day look like? How do they divide their time? What do they spend time worrying about or celebrating?
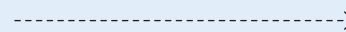
morning

mid-day

afternoon

evening

Needs

What frustrations do they have? What limitations do they encounter? Write as a quote—how would they say this?

❝

❞

Role/Responsibilities

Describe what their job is, or what role they play in the community.

What they do now --→ **What they should do**

(current behaviour)

(ideal state)