

Persona Grid

Use this template to create a deeper understanding of your key stakeholders' mindset, needs and goals with your team.

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Use the sections below to build empathy for your stakeholders.

a certain degree of me expects that in public space. There are people around, there are always people watching you, reading you, for whatever various things. I'm aware of how that feels.

just because you can do it doesn't mean that you should be able to do it

profound issues with mass surveillance across a city or in public space. I do acknowledge that. I would engage with those issues, but it doesn't- it definitely feels less threatening to me.

"Yes, your scientists were so obsessed with whether they could, they didn't stop to think whether they should."

you're mining data for them which they can then use to make money from advertisers. You kind of know you're doing that, but it's so abstract it doesn't really mean anything.

The better you articulate something and get that out of you in some way, it leaves more room for further and more developed thought about a subject,

I was a bit of a part-time smoker before I met her, and that's curbed now and she's like, "You shouldn't be smoking."

I thought rather than having another screen to have around the house, at least I could consolidate it into one place so I didn't have to have more hardware.

As I started working I thought, "I fancy a snack," went down to the fridge, got a snack, went to grab my camera for a bit.

I'm comfortable performing in public space

you need to go off the beaten path sometimes

Just following urges or interests, or lines of inquiry that are tangential, that to the external eye might seem like folly, but to you actually is important.

There was some nice light in the house so I started taking photos of things in the house.

But if you're being watched, and you know you're being recorded, then it's obviously going to alter your mood, alter what you say, alter what you do.

I'm happy at a dinner table or hanging out with friends. Go on a little rant, or telling a wild story and playing a bit of a joker sometimes

if I wasn't with her, I probably would have an awful diet, and I probably would still be smoking, and I'd be a lot less focused

I was commuting from here for this year. So we've got a place in L which is empty at the moment.

You need those times when no one's watching that you can just do something that you wouldn't do if someone was watching

we've just got a baby monitor for her so she could start sleeping upstairs and we could start having dinner downstairs.

that I still buy records quite a lot. And I do listen to music from streaming services

Got it from Amazon.

having people around modifies your behaviour. Like, I wouldn't do that now if she was here, because I know I should be working.

If I'd known that she could look back on that, I know that she'd be like, "Shouldn't you be working rather than going around playing with your camera,"

I should be working and I shouldn't be snacking from the fridge before lunchtime.

I don't even use the banking thing on my phone.

Your Persona's Name



NAME & SKETCH



BEHAVIORS & ACTIONS

DEMOGRAPHIC & PSYCHOGRAPHIC DETAILS



I have just become a father

I'm a think out loud person,

I'm a bit of a luddite

I've very, very sceptical of a lot of these technologies

Coming from a performance background, you know, I have no problem being the centre of attention

I think things out and then I'll backtrack halfway through a sentence

I'm very quick and easy to be quite vulnerable with strangers quickly. Doesn't bother me.

It doesn't bother me as much as the idea of having it in my own home

there is a certain amount of performativity to being in public and engaging in public life.

I'm definitely feeling a pull and push of two different ways of being,

it's quite nice looking at it and understanding a little bit why.

NEEDS & PAIN POINTS



I wouldn't mind something a little bit better designed than this, to be honest.

I think I just- there's something about it just being quite to- fi, quite functional.

if it had a wire, it wouldn't function as well

I just don't need everything connected up together. It's just really- just becomes a web, doesn't it? Becomes a web of things

at the moment being forced to do homework all the time

privacy is quite important for me

little moments of solitude are quite important for me

I don't like the idea that everything in my life just syncs up perfectly, because it just pulls you away from the present

When I'm at home, I don't expect that level of attention, or that feeling of having to perform if I'm on my own.

in a private space I don't desire, recall in fact, from that kind of attention.

it's quite nice because it means you just get to engage with it a little bit.

Why do you want to be able to see every single room in your house when you're not there?

there are probably more chances of it becoming quite an upsetting and unhealthy obsession than being actually a useful thing.

there's this obsession with having to arrive and collect and see everything, and it just pulls you away from the present

. And it just takes away ideas of privacy

the most difficult part of it, it's so ugly. Literally, this silly little thing

I don't like that idea of- and I guess you kind of feel like there's a certain element of you being watched constantly because it's your birthday. I do find that quite uncomfortable

I hate the idea right now that this whole conversation in this room is being watched.

I was in the house, and the idea that she could just quickly look and see what I was doing is just weird.

it's like an obsession that we have to see everything and be everywhere.

I just don't need everything consolidated onto one place.

It's not great quality. The video on your phone is probably better

I feel policed in certain aspects of my life by my partner

I find it weird. I find it a bit creepy.

we got the most to-4 one possible, because I just don't want the option of it syncing on my phone.

I want so little of my life- too much of my life is on this thing already and it's facilitated by this thing already.

It wouldn't surprise me if it was just a feature that didn't actually do anything

all of the behaviours are and should be temporary and context specific.

Generally feeling quite horrified by the Nest Cam.

trying to find a sound system for your home that you could actually play, that you could use vinyl, that you could use for CDs even, or that you could just use radio without having to use your phone to use it, is really, really difficult.

I stare at that screen too much. I spend too much of my life with this phone.

I would question whether you can find true solitude if you are aware of being, in some sense, watched the whole time.

the fact that I would be being watched within my home feels really weird

The fact that even my home I would constantly be recorded, I think that just, that tips it for me.

I feel less bothered about the idea of if you're told that there are x many surveillance cameras across the city

I don't need to be able to see my flat in L where I'm not at the moment

I don't necessarily shy away from it. But I do like to be able to turn it on and off.

it looks just so ugly. It's got a BT on it. It's horrible. I don't know what it is

. I don't like having attention when I can't switch it off.

Your screen kept freezing so I was staring at things instead