BEHAVIORAL **IMPACT** Persona

1 CULTURE

What is the culture in which the person is operating?

What are the operative norms?

What is the social context?

What are the stories, beliefs, and tacit assumptions?

3 GOALS (Outcomes)

What does the person hope to achieve or accomplish?

What are the desired outcomes?

What does an idealized future look like?

10 TOOLS

What tools does a person require to solve their problems or achieve their goals?

What tools would make the person more effective or efficient in solving problems or needs to achieve goals?

7 ANXIETIES

What are the person's fears or frustrations in the context of their situation?

What worries the person?

What makes them uneasy about their situation or circumstance?

4 NEEDS

What are the person's needs?

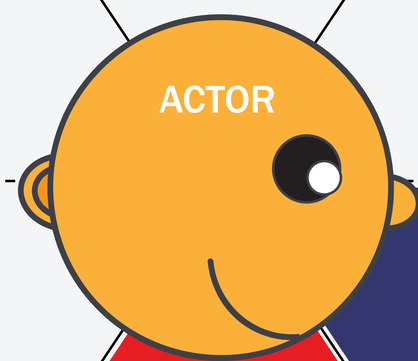
What are the gaps between current state and future state?

What are the jobs-to-be-done?

9 SKILLS

What skills or practices does the person need to effectively solve problems or achieve goals?

What skills does a person need to acquire to more succesfully achieve success?



6 HABITS

What are the automatic behaviors the person engages in?

What are the instinctual actions the person takes?

What are the common routines the person deploys in everyday living?

8 BEHAVIORS (Actions)

What new behaviors would lead to new outcomes?

Which behaviors need to be amplified?

Which behaviors need to be encouraged or induced?

2 SITUATION

What is the current context in which the person is making dcisions or taking actions?

What are the current circumstances for the person?

What is the context or location in which the person is making decisions?

5 PROBLEMS

What are the obstacles preventing the adoption of new behaviors?

What impedments prevent new actions from becoming habits?

What problems retard the adoption of new routines?

11 INFLUENCING FACTORS

What are some situational constraints which may influence the behavior?

What social, organizational, or technical factors may aid or impede the person in engaging in behaviors more likely to deliver desired outcomes?

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