

Innovation Framework

Constituent Persona

Description:

A Constituent Persona (also known as a buyer persona in business) is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user primary (face to face) and secondary (online etc.) research. Organizations use targeting to help understand and target an audience. This means taking into consideration general details about the average person, such as their demographic, gender, socio-economic status and so on. Constituent Personas can be one of the most effective ways of bringing targeting to life. Beyond simple demographic information, a persona is multi-dimensional and helps to build a much more detailed picture of the (hypothetical) constituent, including far more emotive information such as personal motivations, what they value in an organization/product/solution, what kind of communication they prefer, etc.

To note, targeting (target audience) and building a Constituent Persona are different. A target audience is a simple presentation of basic demographic information about your constituents. It is used to pull people together into larger aggregate groups. Constituent Personas, on the other hand, are much more zoomed-in portraits that help you truly understand what makes the individuals you aspire to "serve" really tick.

Think of the target audience as your first step. You reduce the overall pool of potential individuals down to several smaller pools. From there, you then use the Constituent Persona to dig into each of these pools. You identify effective strategies suited to each individual type.

Framework Guide:

- **Persona Name:**
Use a descriptive and alliterative name like Motherly Maria etc, so that the personas easily come to mind when you think about them and discuss them.
- **Background:**
Job, career path, family.
- **Demographics:**
Gender, age, income, location.
- **Identifiers:**
Demeanor, communication preferences.
- **Goals:**
Name both a primary and a secondary.
- **Challenges:**
Name both a primary and a secondary that should map to their goals.
- **What we can do:**
How can we help them achieve their goals and overcome their challenges?
- **Quotes:**
Some actual quotes that are revelatory
- **Common Objections:**
Why wouldn't they use a product/service or why aren't they?
- **Day in the Life:**
A brief 200-300 word 1st-person account giving a meaningful glimpse into what the person's daily life looks like.

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Day in the Life:	