



Persona Brainstorm

Having a hard time choosing a persona? Start with the brainstorm prompts and record what may interest you. Consider any overlaps or ideas that jump out at you as particularly interesting as possible anchors of *When*, *Where*, and *What* your persona may be.

Persona 101

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1 Brainstorm Prompts

2 Possible Persona Anchors:

Times or Eras

Places or Cultures

When:

My Hobbies or Interests

My Family History

Where:

Historical Events or People

Interesting Clothing or Objects

What:

(Class or Occupation)



Questions I'm Curious About

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Once you've anchored your potential persona in a specific time, place or culture, and social class or occupation, now is a great time to scratch your head and get curious. What do you want to know about this individual and the world they lived in? Consider the following categories of questions.

**Persona
Anchors**

When:

Where:

What:

(Class or
Occupation)

Your Known World

(Politics, Trade, Travel, & War)

Family & Home

Culture & Society

Religion & Belief

Occupation, Education, & Knowledge

Clothing & Physical Goods