

Think of your customer...

Petite Persona

🕒 15 min

- 🧰 • Minifigure
- Accessories
- Small Base plate
- Assorted bricks

Why?

When we are immersed in our work it is easy to be distracted by the detail and to forget why we are doing the work. Having something to **bring to mind the people we are working for** can help us to ensure we don't forget what our goal is.

What?

A persona is a representation of a person or group through a fictitious character. It describes who the person is, what they need and want, what engages them and frustrates them.

A Petite Persona is a persona represented as a small Minifigure model. The figure itself represents the person and their needs and habits. A small contextual model further enhances who they are and what defines them.



Several Petite Personas can be created to represent various stakeholders and placed where they are visible to the team.

How?

Using a suitable selection of bricks and elements create a small scene with the following components:

- **Minifigure** - Select parts that overemphasise key characteristics to make them memorable
- **Accessories** - Equip your minifigure to highlight skills and motivators but also needs and expectations
- **Scene** - The surrounding scene should allude to the environment that the persona inhabits, both imposed and preferred

To add a level of creativity to this task, start with some LEGO® Minifigure® blind packs. These usually have very strong characteristics and can lead to discussion on how they do or do not represent your stakeholders.

Remember - A good Petite Persona is one that you can get to know and relate to. Make the personas a living part of your team conversation and respect them as you would your customers.

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building team alignment



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