A persona is a composite profile of a person that’s based on real people who visit your museum. They are not demographic profiles, but are based on behavior and attitudes – what people do, say, think, or feel – that can cross demographic boundaries. A set of personas can be used across the organization as common reference for marketing projects.

Instructions:

1) Break into your museum groups.

2) Complete a PERSONA DATA SHEET (see over for template) for two different critical audience members (30 minutes):
   a) Recall your five critically important audiences you identified in Month 2 workshop.
   b) Identify two of those audiences to work on today and create a fictitious visitor for each.
   c) Complete the data sheet for two of these audiences.
   d) Using the template and materials supplied, create a persona for each of these visitors by completing the data sheet (over).

3) With a persona created, consider:
   a) What would be an effective marketing message, and where could you place it?
   b) How you help the visitor achieve their goals related to a museum visit?
   c) How you help solve their concerns related to a museum visit?

4) Share your personas – and what you learned by creating them – with the larger group (15 minutes).

Lessons learned from this exercise:
## Falk Visitor Identity(ies) – Goal for Museum Visit
Explorer, Facilitator (Social or Parent), Experience Seeker, Professional/Hobbyist, Recharger

### Goals for Museum Visit:
- Primary goal
- Secondary goal

### Challenges / Barriers to Visit:
- Primary challenge
- Secondary challenge

### Quote:

### Primary Values for a Museum Visit:

### Primary Concerns for a Museum Visit:

### Hobbies:

### Brand Loyalties:

### Info Sources: