

Client Name:

Designer:

Attribute	The Character of the User
Age	
Occupation	
Family Situation	
Country /Countries and location	
Hobbies and Interests	
Attitudes to technology	
Key Values	
Dream Vacation	
Attitudes & preference for food and entertainment	
Main interests, newspapers, magazine, movies	
Personal strengths and weaknesses	
Next big life event	
Next big purchase	
What do they care about?	
Personality and character	

Complete the table in as much detail as possible, then use your notes to write up a pen portrait of the user.

IDEO method - A Day in the Life

HOW? Catalogue the activities and contexts that users experience throughout an entire day.

WHY? This is a useful way to reveal unanticipated issues inherent in the routines and circumstances people experience daily.

(e.g. IDEO asked potential wearers of a drug-delivery patch to document their daily behaviours including those that might affect the function of the patch - getting wet, snagging on clothing etc.)

Example Day in the Life Photo Diary

Ideo Tool: Photo Journal

Ideo Tool: Interview