

Character profiles

A great tool to use if you would like to:

Balance power within a group

Develop characters to use later in the design process

Remove pressure on people with lived experience

You will need

- Printed tool
- Pens and pencils

How to use the tool

Character profiles are developed by the co-design team and solutions are then designed around them.

The characters act as a sum of all the group's experiences and can be used throughout the design process to refer back to, and bounce ideas off.

Character profiles can be developed for different roles - you could create a character for each member of a team, or for each stakeholder in a situation. This exercise can reduce pressure on those with lived experience in the group to share their personal stories, as they can feed these into the character's story rather than having to disclose their own experiences.

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Ideas for using the tool

- Consider all of the stakeholders using and delivering the service. For each group of stakeholders, create a blank character template with key questions that you would like to build a character around. Encourage the group to fill in the character sheet to each 'build' a character. It can be useful to explain to the group that you will be using this character again in the design process.
- Character profiles for people using the service can focus on where they live, who they live with, what they do during the day / evening, what barriers they face and changes they would like to see.
- Character profiles can also be created for people delivering the service and can focus on areas like what they enjoy about work, how they like to learn and skillsets.
- Remind the group that this is a fictional character - you can reinforce this by locating the character in a fictional world, such as a soap opera, film or novel.

Bring the characters to life by creating a picture mood board using art materials and magazines. For homework activity you can give your group a problem scenario for their character and ask them to design solutions. This is a way to spot design opportunities.

DISCOVER

DEFINE

DEVELOP

Character profiles

Who are they?

Name

Age

Where do
they live?

How does their average day look?

Who do they spend time with?

What do they enjoy?

What is their home like?

Draw a picture of your character, or
some things that makes them unique.