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Template

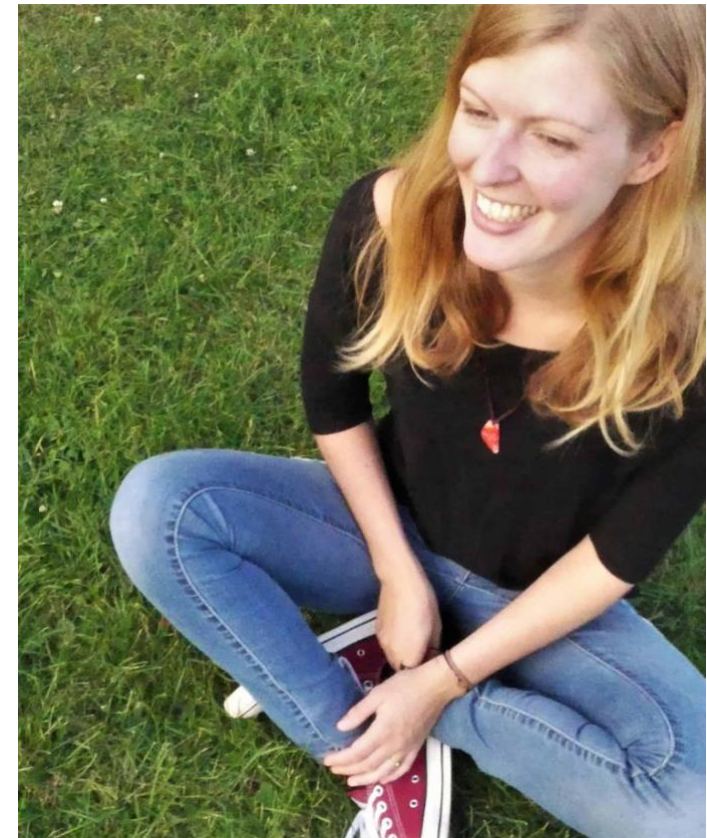# Non-human Personas

Sandy Daehnert | greentheweb.com

Hurray!

How amazing that you are giving the _Non-human Persona_ method a try!

I'm Sandy Daehnert, a UX/UI designer myself and founder of _Green the Web_. Climate friendliness in user research was so inaccessible for a long time. It wasn't talked about, and it just wasn't done. But we can change that together.

You have it in your hands to go one step further from Human Centered Design to Environment Centered Design. For more sustainability in your industry, your project and your user research. Because we only have this one nature.

Let yourself be inspired by the insights of the method. Automatically there will be aha-moments and ideas will flow. Enjoy it!

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1. What are Non-human Personas?

You're already familiar with the Persona method? If not, let's have a quick recap.

Personas are profiles of fictitious target persons. They contain demographic information as well as goals, wishes, actions and feelings of the hypothetical target person. The systematic framework helps to better understand your desired users, customers and buyers.

Non-human Personas are profiles of affected animals or natural ecosystems. Therefore, it extends the previously known Persona method with non-human target persons such as "Mother Nature". They equally contain demographic information as well as goals, wishes, actions and feelings. Because more than just your target group is impacted by your project, brand or company.

Read more about it in my *blog post "Environment Centered Personas".*

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2. How to use non-human Personas?

Non-human Personas can be used just for yourself, within your team, with clients or even companywide.

You can use the method for animals and ecosystems that are affected by your project but also for animals and ecosystems that you would like to positively impact.

Non-human Personas help in every decision process in product development, marketing and business.

Discuss this method in your team, with your colleagues, with other UX designers. How can you implement it in your work? Can you tweak it so it fits better for you?

Apply the Personas to all design processes – website, app, newsletter funnel, content, communications, marketing strategy and services. See how your perspective on the project and the business changes (it will automatically).

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3. Digital vs. physical product development

Non-human Persona profiles are different for digital and for physical products.

When using this method for physical products add the stage of impact: Material extraction, production, distribution, usage of the product, re-usage, recycling and waste management.

Digital products don't have such intense stages. Yes, we need to care for distribution and digital waste (such as deleting outdated data) but there is no re-usage or direct material extraction.

4. Create non-human Personas

Take this template and fill it in bit by bit with your Personas. Research extensively, observe, question and don't get carried away by stereotypes.

Step 1   Map out your stakeholders.
Get a gist of who is negatively affected by your project and who you'd like to positively affect.

Step 2   Feel into your Persona.
Close your eyes. Take a deep inhale through your nose. Exhale through your mouth. Imagine your Persona in all its shapes and colors. How does she look like? What are her job, her age, her key characteristics? What does she need? What are her desires? What does she serve and what does she want from us in exchange?

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Step 3   **Research.**
Search for facts on the web, interview scientists and environmentalists and go outside and have a look at how the ecosystems behave. Don't be tempted to fall into stereotypes and untruths. Research the real state of the respective Persona. Only then you can have a real positive impact on the environment. Always question whether the scenario is realistic or whether it corresponds more to wishful thinking.

Step 4   **Fill out the profile.**

Step 5   **Verify the Persona and work with her!**
Bring your Persona into design, marketing and business decisions. Plus, constantly have a look at whether there are any changes since you first created the Persona or new methods to measure your impact more accurately.

Amazing, let's go!

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Persona no. 1

Name

Age / lifespan

Quote

"

Health

Behavior and job

Needs

Values

Problems and challenges

Desires, wishes and dreams

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Impact

What is the positive impact of your project on the Persona?

What is the negative impact of your project on the Persona?

How can we reduce or prevent negative impacts?

How can we regenerate the impacted Persona?

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Persona no. 2

Name

Age / lifespan

Quote

"

Please click here to insert an image.

(The PDF has to be downloaded for that.)

Definition and habitat

Behavior and job

Needs

Health

Problems and challenges

Desires, wishes and dreams

GREEN THE WEB

Impact

What is the positive impact of your project on the Persona?

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How can we reduce or prevent negative impacts?

How can we regenerate the impacted Persona?

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Persona no. 3

Name

Age / lifespan

Quote

"

Please click here to insert an image.

(The PDF has to be downloaded for that.)

Definition & habitat (animals) / Values (ecosyst.)

Behavior and job

Needs

Health

Problems and challenges

Desires, wishes and dreams

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Impact

What is the positive impact of your project on the Persona?

What is the negative impact of your project on the Persona?

How can we reduce or prevent negative impacts?

How can we regenerate the impacted Persona?

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Persona no. 4

Name

Age / lifespan

Quote

"

Please click here to insert an image.

(The PDF has to be downloaded for that.)

Definition & habitat (animals) / Values (ecosyst.)

Behavior and job

Needs

Health

Problems and challenges

Desires, wishes and dreams

GREEN THE WEB

Impact

What is the positive impact of your project on the Persona?

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How can we regenerate the impacted Persona?

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Persona no. 5

Name

Age / lifespan

Quote

"

Please click here to insert an image.

(The PDF has to be downloaded for that.)

Definition & habitat (animals) / Values (ecosyst.)

Behavior and job

Needs

Health

Problems and challenges

**Desires, wishes and dreams**

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Impact

What is the positive impact of your project on the Persona?

What is the negative impact of your project on the Persona?

How can we reduce or prevent negative impacts?

How can we regenerate the impacted Persona?

Persona no. 6

Name

Age / lifespan

Quote

"

Please click here to insert an image.

(The PDF has to be downloaded for that.)

Definition & habitat (animals) / Values (ecosyst.)

Behavior and job

Needs

Health

Problems and challenges

Desires, wishes and dreams

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Impact

What is the positive impact of your project on the Persona?

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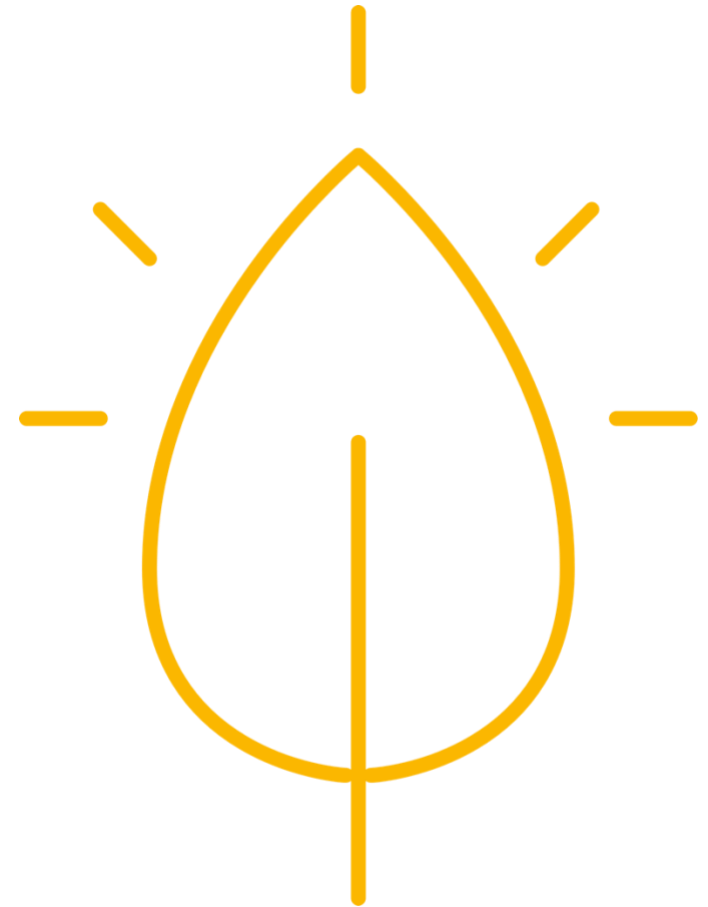
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5. Additional notes for yourself
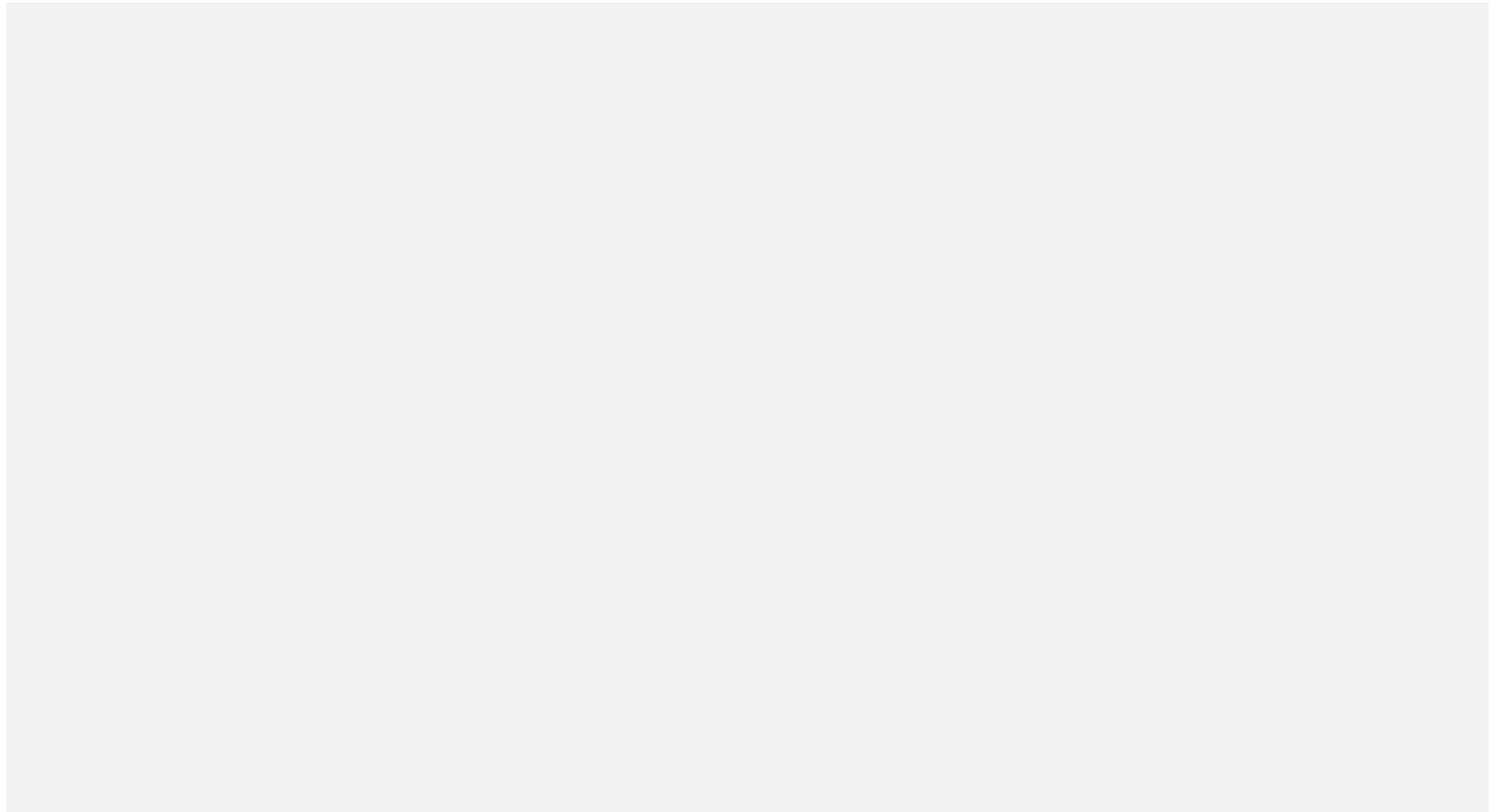
Yippieh!

By completing the *Non-human Personas*, you have taken a step further towards green design!

You have gained a little more clarity and empathy for the previously completely overlooked stakeholders. There are real treasures in your notes. Use them! Share them with colleagues, friends, clients and designers. Share it with the world. Because it wants to be heard.

Now it's time to work with the non-human Personas. Include them in your design and decision-making processes.

P.S.: If you haven't done it yet, feel free to read through my blogpost on *Non-human Personas* and let me know what your findings are or how you further develop the method for yourself!

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You have questions or want to connect?

I'm excited to hear from you!

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Subscribe to my newsletter, the get to know more about the topic of ecologically and socially sustainable UX / UI design.

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