

# PERSONAS

## SAMPLE WORKFLOW

1



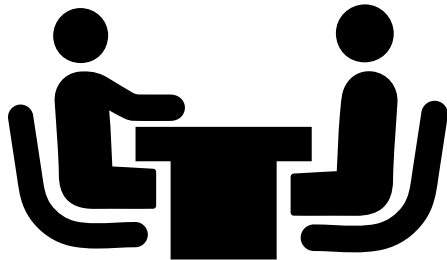
2



3

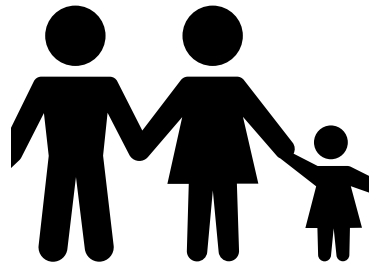
### DIRECTED STORYTELLING

Bring in community members  
for directed storytelling  
sessions about themselves



### DEVELOP PERSONAS

Develop personas  
based around these  
community members



### DESIGN STREETS

Design streets  
with these  
people in mind

