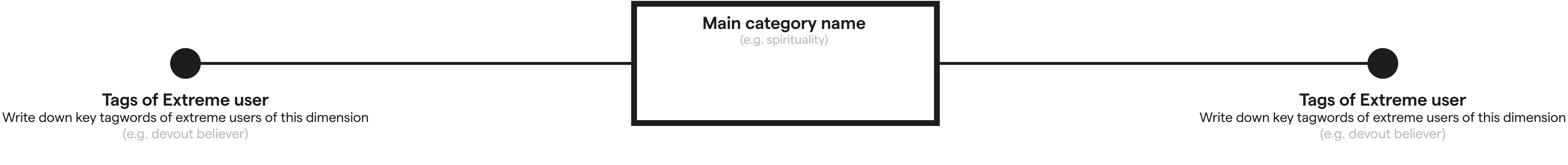# Persona Mapping and Synthesis

This tool is to help you use the insights taken from guerilla research and turn them into the foundation of your Far Future Personas. Once all the insights from the interviews have been reviewed define some outline tags for each extreme of the dimension based one what you have read. Then arrange these insights into distinct personas to begin to form the future characters.

Main category name
(e.g. spirituality)

Tags of Extreme user
Write down key tagwords of extreme users of this dimension
(e.g. devout believer)

Tags of Extreme user
Write down key tagwords of extreme users of this dimension
(e.g. devout believer)

Persona 1

01. Insights about how people like this are influenced:
Collect insights here from people who are influenced by the dimension of change in this extreme way

02. Character Description:
In this space begin to fabricate a singular identity based on the collected insights. Describe not just theimplication of future change on their life but anything about who they might be.

03. Subtitle:
In a few words characterise the persona

Persona 2

Persona 2 does not have to be a mid point between persona 1 and 2.
It can even be three distinct extremes.

01. Insights about how people like this are influenced:
Collect insights here from people who are influenced by the dimension of change in this extreme way

02. Character Description:
In this space begin to fabricate a singular identity based on the collected insights. Describe not just theimplication of future change on their life but anything about who they might be.

03. Subtitle:
In a few words characterise the persona

Persona 3

01. Insights about how people like this are influenced:
Collect insights here from people who are influenced by the dimension of change in this extreme way

02. Character Description:
In this space begin to fabricate a singular identity based on the collected insights. Describe not just theimplication of future change on their life but anything about who they might be.

03. Subtitle:
In a few words characterise the persona