

tests of personas



marketing-only test

do the personas only address the lead-up to the purchase/use?

lack of data test

does the data that was used to create the personas exist? can you access it?

same persona test

are key guiding principles and inner thinking the same, and the demographics different?

horoscope test

do the details of the personas extend beyond the purpose? into the off-limits?

reverse-engineered test

do the personas map directly to features of the solution without referencing people's larger purposes?

quality of data test

does the data used to create the personas contain only surface concepts, without depth?

fortune cookie test

read the same fortune from the point of view of each persona; does each persona react similarly?

role-based test

do the personas map to roles? is it assumed that everyone in that role thinks the same?