

PERSONA TAXONOMY

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At a glance



Background

Persona taxonomy is the division of persona information into generic and context-specific layers. This helps streamline persona creation as it outlines relevant attributes to be included.



Goal

Scrutinise the level of detail in personas and develop a taxonomy to help formulate and choose appropriate personas during Requirements Engineering (RE).



Strategies

- Collect personas from academic publications and identify their domains of use.
- Identify human factors covered by the personas and map them to each domain of use to form the taxonomy foundation.

Key outcomes



Developed a Persona Corpus

We created a collection of 98 text-based personas used in 12 domains, sourced from 41 publications.



Established persona dimensions

We identified multiple ways to present personas, which were narration, format and length.



Created a customisable persona taxonomy

We developed a taxonomy consisting of a context-free and context-specific layer. We also made recommendations to tailor the taxonomy to specific domains of use.

More information



Human factors most included in a persona are name, age, visual representation, gender, tagline, motivation, goal and pain points.



For further details, [read the published article](#).

INTERNAL LAYER	
Personal characteristics	Demographic information
	Personal attributes
EXTERNAL LAYER	
Motivation	
Goal	
Concern/frustration/pain point	
Skill/experiential/environmental-influenced characteristics	Personal story
	Interaction with technology
Group or multiple human characteristics	Work status
	Family environment
	Geographic location
	Collaboration and communication style

	Human aspects	Persona facets	Human factors	Domain
INTERNAL LAYER	Personal characteristics	Physical well-being	health challenge	Software development, Physical health
			health status	Physical health
		Mental well-being	body measurement	
			mental health	Mental health
EXTERNAL LAYER	Skill/experiential/environmental-influenced characteristics	Skill level	emotional feeling	Security
			health literacy	Technology for older adults
			skill	Physical health
				Software development
		Education	Education	
			Culture	
			Security	
			Software development	
		learning experience	Mental health	
			Education	
		Environmental-influenced characteristics	Technology for children	
			Culture	
		Human values	education	
			Education	
Socio-economic status	learning experience			
	Education			
Group or multiple human characteristics	Environmental-influenced characteristics	spoken language	Culture	
		life value	Software development	
	Human values	religious belief, family tradition	Finance	
		financial situation	Mental health	
Group or multiple human characteristics	Culture	financial situation	Physical health	
		Physical health		
Group or multiple human characteristics	Culture	culture suitability	Software development	
		Software development		
Group or multiple human characteristics	Culture	culture	Education	
		Education		

Learn more

To discover more about this project, contact [HumaniSE Lab](#) or scan the QR code.



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