Male Contraceptive Initiative

Design Thinking Tools & Activities

Persona Memory Game - Instructions

Introduction

Personas are incredibly useful tools in user-centered design, marketing, and other disciplines focusing on customers or "users". A persona is a fictional character created to represent a user type that might use a site, brand, or product in a similar way. are particularly useful during ideation activities for new products and services as they allow for the extrapolation of user preferences to inform attributes, thereby removing some of the ambiguity inherent in new product design.

Male contraception is an especially ripe field of product design for persona generation and application given the lack of additional methods to date coupled with decades of knowledge around experiences with female methods.

These cards have been created to share a collection of personas representative of **Users**, **Beneficiaries**, and **Intermediaries** for the next generation of male birth control. These stakeholder groups are defined as follows:
- Users – This group is defined as the individuals that will take or utilize the next generation of contraceptives designed for men.
- Beneficiaries – This group includes individuals who will benefit from the next generation of male contraceptives without having to take or use these products themselves.
- Intermediaries – This group is composed of individuals that will neither take, nor directly benefit from the next generation of male contraceptives, but still have a vested interest in ensuring their development.

The personas within each stakeholder group are connected to broadly defined life stages that are representative of a man's reproductive journey. These stages are **Learning**, **Exploring**, **Deciding**, and **Concluding**, and are defined as follows:
- Learning – The initial stage, this is when a young man begins thinking about sex and establishes the foundation of their understanding of sexuality and relationship dynamics.
- Exploring – The next stage involves a man getting to know their sexuality and experimenting with sex irrespective of relationship status and without a focus on conceiving a child.
- Deciding – The third phase finds a man at the juncture in life where he is considering life events like getting married and having children, or not.
- Concluding – The final stage, this is when a man has ultimately completed their

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reproductive journey, whether that includes fathering children or not.

It is important to note that neither the personas nor the life stages are exhaustive. They are intended to be illustrative as well as provocative. There are blank cards in each persona deck for you to use to create new personas if you like.

The purpose is to create representations of different perspectives and use these to brainstorm about their lives and how male contraception impacts them. The hope is that through this exercise we can begin developing empathy for different perspectives and utilize these insights to help identify opportunities with respect to developing new male contraceptives.

We encourage you to reach out to us at **contact@malecontraceptive.org** with any questions or comments, as well as to share any outputs from your experiences using these cards.

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Set-up & Preparation

- Read the introduction to the group and discuss what personas are and why brainstorming is a useful exercise.
- Pair off participants in groups of two.
- Have participants sit facing each other.
- Provide one (1) set of Persona Memory worksheets to each participant.
- Be sure to have scissors available, and enough pairs for all participants.
- Encourage participants to be as creative as possible!

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Gameplay Option #1: Persona Memory

How to play:

- Have participants cut out the individual Personas from the worksheets, turn them facedown, and arrange in rows in front of each participant.
- On each turn, a player turns over any two cards (one at a time) and keeps them if the cards match.
- If they successfully match a pair they get to keep the cards, and that player gets another turn.
- When a player turns over two cards that do not match, those cards are turned face down again (in the same position) and it becomes the next player's turn.
- The trick is to remember which cards are where.
- The person with the most pairs at the end of the game wins.
- Go around the room and ask participants to share reflections on the experience.

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Persona Charades Game - Instructions

Gameplay Option #2: Persona Memory with Bonuses

How to play:

- Have participants cut out the individual Personas from the worksheets, turn them facedown, and arrange in rows in front of each participant.
- On each turn, a player turns over any two cards (one at a time) and keeps them if the cards match.
- If they successfully match a pair they get to keep the cards, the player is awarded one (1) point, and that player gets another turn.
  - If the player is able to identify the Persona by name, they are awarded one (1) additional point.
  - If the player is able to provide details about the Persona (e.g., life stage, stakeholder group, motivations, barriers, etc.), they are awarded one (1) additional point.
- When a player turns over two cards that do not match, those cards are turned face down again (in the same position) and it becomes the next player's turn.
- The trick is to remember which cards are where.
- The person with the most points at the end of the game wins.
- Go around the room and ask participants to share reflections on the experience.