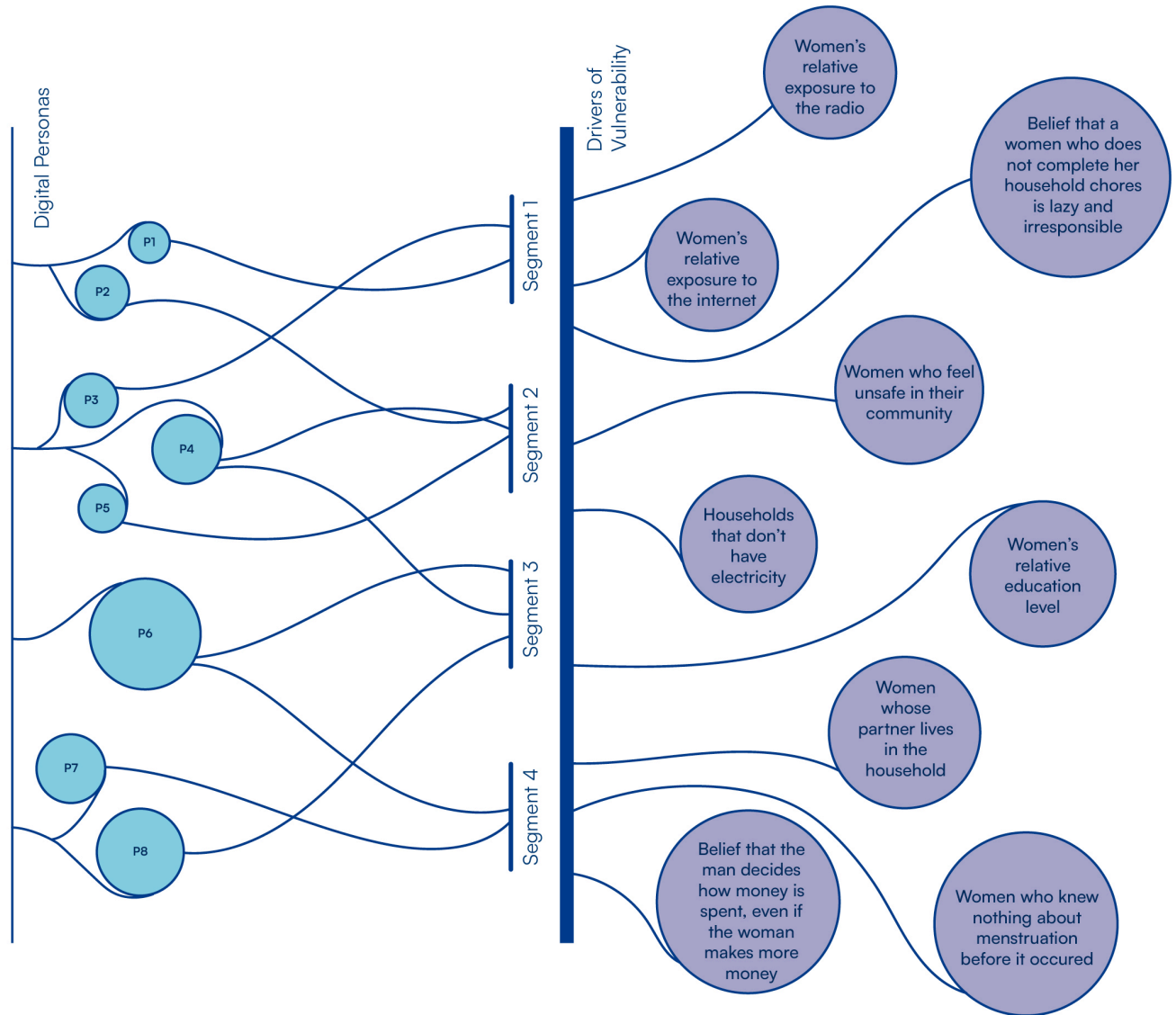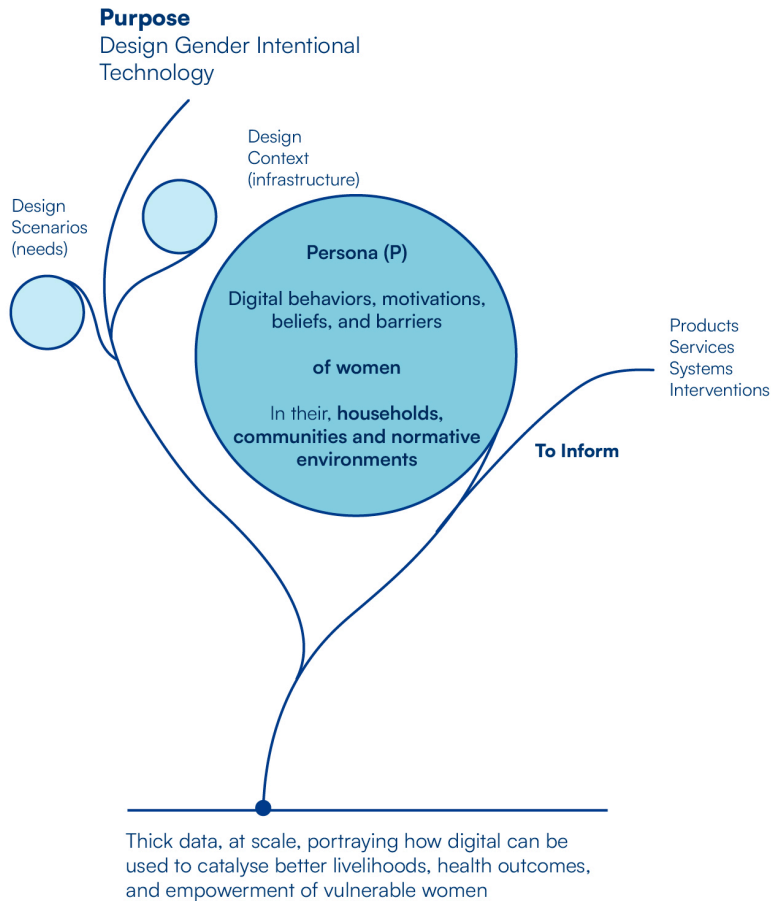# Digital Personas

This project **will leverage the foundations of Pathways to build Digital Personas that are quantitatively mapped to the Pathways segments**, in Kenya, Nigeria and Senegal. These Digital Personas will be a tool for the design of digital technologies to accelerate improved livelihoods, health and empowerment of vulnerable women.

QUICKSAND   DECODIS   YUX

Conceptual Framework for the Digital Personas

Personas as the Bridge :
Designing Digital for the Pathways Segments

Purpose
Design Gender Intentional
Technology

Design
Context
(infrastructure)

Design
Scenarios
(needs)

Persona (P)

Digital behaviors, motivations,
beliefs, and barriers

of women

In their, **households,
communities and normative
environments**

Products
Services
Systems
Interventions

To Inform

Thick data, at scale, portraying how digital can be
used to catalyse better livelihoods, health outcomes,
and empowerment of vulnerable women

Digital Personas

P1
P2
P3
P4
P5
P6
P7
P8

Segment 1
Segment 2
Segment 3
Segment 4

Drivers of
Vulnerability

Women's
relative
exposure to
the radio

Belief that a
women who does
not complete her
household chores
is lazy and
irresponsible

Women's
relative
exposure to
the internet

Women who feel
unsafe in their
community

Households
that don't
have
electricity

Women's
relative
education
level

Women
whose
partner lives
in the
household

Belief that the
man decides
how money is
spent, even if
the woman
makes more
money

Women who knew
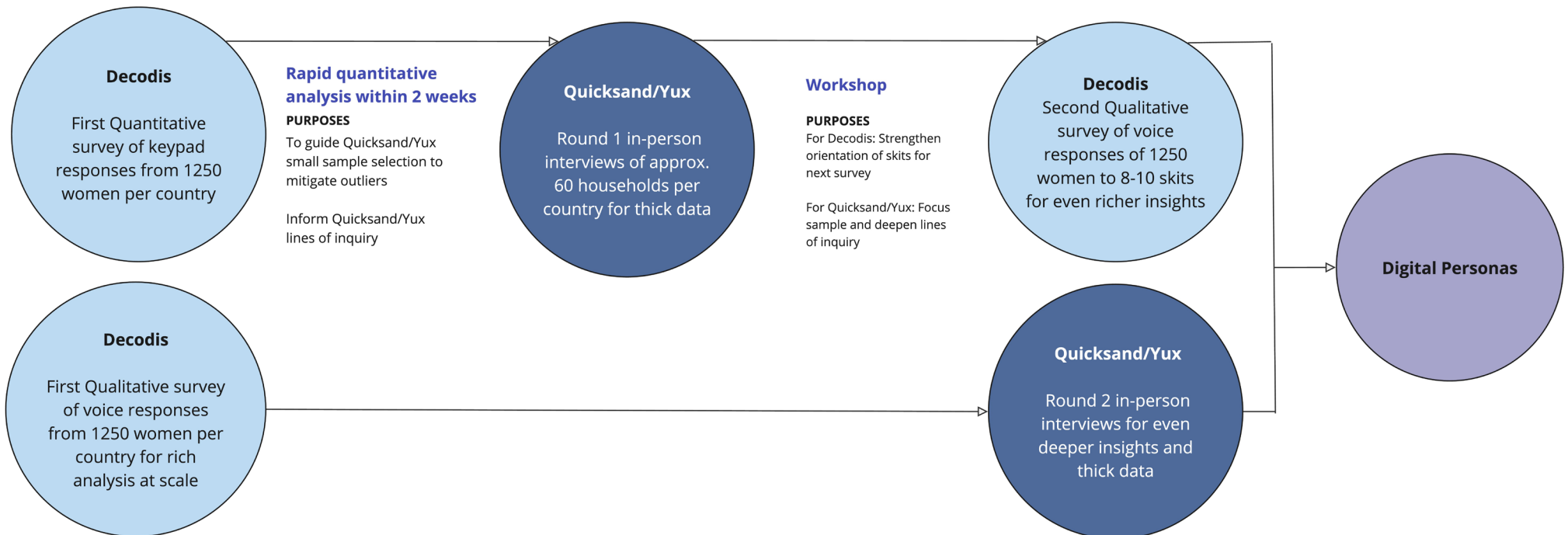nothing about
menstruation
before it occured

The Digital Personas will embed gender intentionality
into digital design. Our mixed methods research will
nest scenarios and contexts into personas that will be
anchored within or between the Pathways segments.

The Digital Personas are deliberately anchored to the
Pathways segments and the drivers of vulnerability
on which they are clustered. The personas will seek to
capture digital needs and opportunities among women
in these segments with a view towards leveraging
technology to address these vulnerabilities.

Developing a deep mixed methods approach to create effective Digital Personas

Decodis, Quicksand and Yux are collaborating to create a powerful mixed methods approach that brings together large sample and thick data. Throughout this work, we will continue to refine this approach.

The model below represents the approach, with deep integration between the depth and nuance of Quicksand's and Yux's in-person qualitative research, and richness and breadth from Decodis' large sample work.

Decodis

First Quantitative survey of keypad responses from 1250 women per country

Rapid quantitative analysis within 2 weeks

PURPOSES

To guide Quicksand/Yux small sample selection to mitigate outliers

Inform Quicksand/Yux lines of inquiry

Quicksand/Yux

Round 1 in-person interviews of approx. 60 households per country for thick data

Workshop

PURPOSES

For Decodis: Strengthen orientation of skits for next survey

For Quicksand/Yux: Focus sample and deepen lines of inquiry

Decodis

Second Qualitative survey of voice responses of 1250 women to 8-10 skits for even richer insights

Decodis

First Qualitative survey of voice responses from 1250 women per country for rich analysis at scale

Quicksand/Yux

Round 2 in-person interviews for even deeper insights and thick data

Digital Personas

The Digital Personas will result in deep, robust, and actionable understanding of the factors that constrain and enable the ability of women to leverage technology as an accelerator for better livelihoods, relevant healthcare, and greater empowerment.

Potential stakeholders, including donors, private companies, governments, NGOs, and think tanks, can use the Digital Personas to drive the creation of technological solutions designed to address the unique vulnerabilities of women within the Pathways segments.

Digital Personas mapped to Pathways segments are being created through deep, mixed methods research using both small sample and large sample approaches. Scan the QR code to learn more.