



Survey2Persona

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Personas (1/2)

- humanized representations of the underlying survey data presented as a believable person
- contain picture, name, age, country, and other demographic attributes and information
- “making data **memorable**” to keep the customer front & center

Persona ×



Maria
46 year old, Female
Angola

Maria is most likely...

- Single
- In high school
- Administrative Services

Maria agrees with this:

- community risk index weighted Extremely-dangerous
- mismatch index weighted
- measures taken avoid touching face weighted Yes
- measures taken cover coughs weighted Yes
[and 27 more](#)

Maria disagrees with this:


- news sources ordinary people i dont know personally weighted No
- measures taken taking herbal supplements weighted No
- news sources local health workers weighted No

[Print](#) [Close](#)

Personas (2/2)

- Research shows people remember...
- picture, name, quotes
- this is what makes the survey data **memorable**
- again, keeping the customer “front and center”

Persona

 **Maria**
46 year old, Female
Angola

Maria is most likely...

- Single
- In high school
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Maria agrees with this:

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[and 27 more](#)

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Print Close

Survey2Persona

- a tool for analysis and visualization of survey data
- requires no knowledge of statistics from the user – **all processing via point-and-click interfaces**
- transforms numerical survey responses and demographic data into **'personas'** for **actionable insights**

Survey2Persona
A tool for analysis of survey data

Persona Team Research

Survey2Persona ...

- is a tool for analysis of survey data
- requires no knowledge of statistics from the user – all point-and-click interfaces
- transforms survey data into 'personas' for actionable insights

Personas

Research show people remember ...

- picture, name, quotes
- this is what makes the survey data memorable
- keeping the customer "front and center"

Demographics

Survey Items

3 personas

Personas you will see

Demographics you want to analyze

Persona

Bec
25 year old, Female
Australia

Bec is most likely...

- Married
- College grad
- Administrative Services

Bec agrees with this:

- news sources ordinary people I know personally weighted Yes
- news sources politicians weighted Yes
- wearing everyone has to pass a temperature check weighted Doesn't-affect-my-actions and 4 more

Bec disagrees with this:

- measures taken wearing a face mask or covering weighted Yes
- news sources politicians weighted No
- news sources ordinary people I know personally weighted No

Print Close

<https://s2p.qcri.org>

Issue Addressed by Survey2Persona

- Organizations have a tremendous amount of survey data and survey-like data (e.g., reviews, CRM, chat logs, etc.)
- Organizations also face tremendous challenges harvesting value from this data
- Survey2Persona provides immediate insights from this data that are targetable, actionable, and communicable

Survey2Persona as a Solution

- Survey2Persona addresses this pain point via:
 - a functional interface for survey data integration
 - a user friendly interface for data selection for visualization
 - inherent algorithmic processes for analyzing data to select what personas to present
- **Results in rapid, contextualized, targeted, and immediately actionable personas from survey data.**

Example Use Case

- Scenario: You are a major air company with a variety of customer relationship management (CRM) and survey data.
- With Survey2Persona, you can generate personas representing customers who:
 - don't like your mobile app

Example Use Case

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 - don't like your mobile app, and
 - rate your in-flight service highly

Example Use Case


- Scenario: You are a major air company with a variety of CRM and survey data.
- With Survey2Persona, you can generate personas representing customers who:
 - don't like your mobile app, and
 - rate your in-flight service highly, and
 - purchase tickets with a branded credit card

Example Use Case

- Scenario: You are a major air company with a variety of CRM and survey data.
- With Survey2Persona, you can generate personas representing customers who:
 - **don't like your mobile app, and**
 - **rate your in-flight service highly, and**
 - **purchase tickets with a branded credit card**

Targetable!
Actionable!
Communicable!

Persona ×



Sarah
57 year old, Female
Australia

Sarah is most likely...

- Married
- College grad
- Administrative Services

Sarah agrees with this:

- in-flight service is top of line and professional
- always use the airline credit card

Sarah disagrees with this:

- the mobile app is easy to use
- the mobile app is highly functional
- uses the mobile app quite often

Print Close

Survey2Persona

- Available at <https://s2p.qcri.org>
- Open demos using:
 - MIT COVID-19 Beliefs, Behaviors & Norms Survey
 - Computer Generate Customer Survey data simulating a worldwide audience
- Login function for uploading survey datasets

Survey2Persona
A tool for analysis of survey data

Persona Team Research

Survey2Persona ...

- is a tool for analysis of survey data
- requires no knowledge of statistics from the user – all point-and-click interfaces
- transforms survey data into 'personas' for actionable insights

Personas

Research show people remember ...

- picture, name, quotes
- this is what makes the survey data memorable
- keeping the customer "front and center"

Demographics

Age Range

- 13-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79

Gender

- Female

Country

- Australia

Generate

3 personas

Bec 25 year old, Female, Australia

Margaret 68 year old, Female, Australia

Anne 60 year old, Female, Australia

Personas you will see

Demographics you want to analyze

Persona

Bec

25 year old, Female, Australia

Bec is most likely...

- Married
- College grad
- Administrative Services

Bec agrees with this:

- news sources ordinary people I know personally weighted Yes
- news sources politicians weighted Yes
- wearing everyone has to pass a temperature check weighted Doesn't-affect-my-actions and 4 more

Bec disagrees with this:

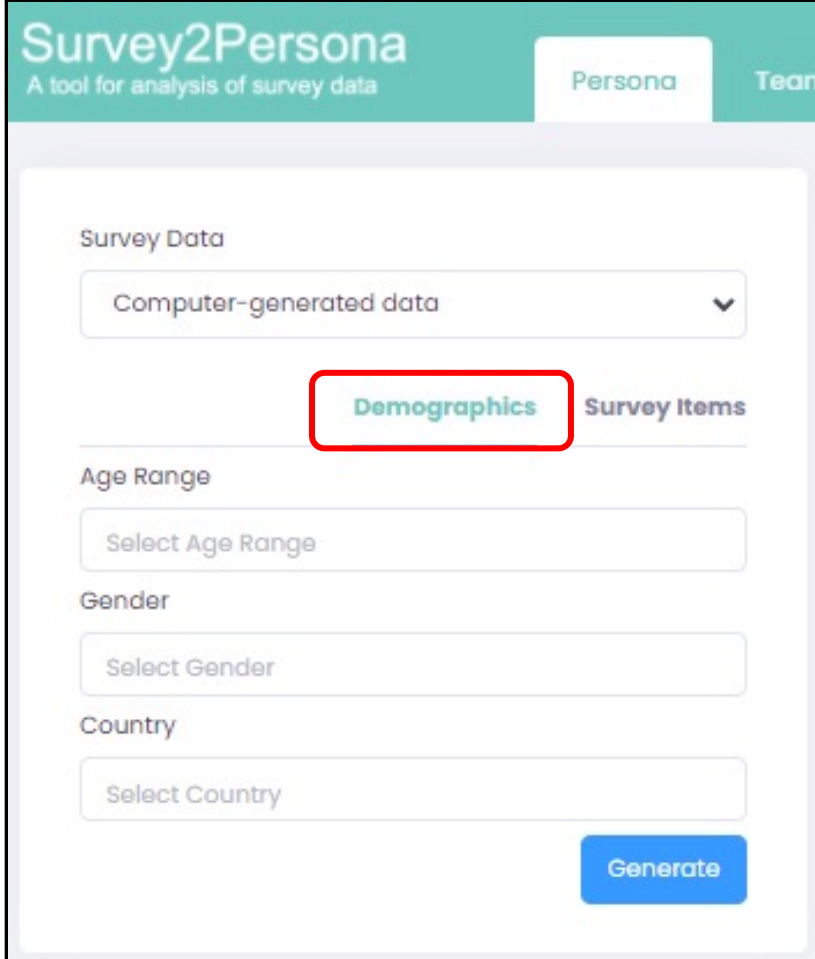
- measures taken wearing a face mask or covering weighted Yes
- news sources politicians weighted No
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Print Close

User Interface

Multiple data visualizations

1. **demographics – age, gender, country**
2. survey items – responses to survey



The screenshot displays the Survey2Persona web application interface. At the top, the logo "Survey2Persona" is visible with the tagline "A tool for analysis of survey data". Navigation tabs for "Persona" and "Team" are present. The main content area features a "Survey Data" section with a dropdown menu currently set to "Computer-generated data". Below this, there are two tabs: "Demographics" (highlighted with a red border) and "Survey Items". Under the "Demographics" tab, there are three selection fields: "Age Range" (with a placeholder "Select Age Range"), "Gender" (with a placeholder "Select Gender"), and "Country" (with a placeholder "Select Country"). A blue "Generate" button is located at the bottom right of the form.

User Interface

Multiple data visualizations

1. demographics – age, gender, country
- 2. survey items – responses to survey**

The screenshot shows the Survey2Persona web application interface. At the top, the logo "Survey2Persona" is displayed with the tagline "A tool for analysis of survey data" below it. A "Persona" button is visible in the top right corner. The main content area is titled "Survey Data" and features a dropdown menu currently set to "Computer-generated data". Below this, there are two tabs: "Demographics" and "Survey Items", with the latter highlighted by a red rectangular border. Under the "Survey Items" tab, there are two search input fields: "Persona agrees with this:" and "Persona disagrees with this:". A blue "Generate" button is located at the bottom right of the interface.

Find what different groups of people think about your product

The screenshot displays the Survey2Persona interface. On the left, the 'Demographics' section includes filters for Age Range (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65-), Gender (Female), and Country (Australia, Belgium, India). A 'Generate' button is at the bottom. On the right, three generated personas are shown: Bec (29 year old, Female, Australia), Annelies (47 year old, Female, Belgium), and Riya (16 year old, Female, India). Red arrows point from the 'Generate' button to the personas, and from the demographic filters to the text 'Demographics you want to analyze'. Another set of red arrows points from the text 'Personas you will see' to the three persona cards.

Survey2Persona
A tool for analysis of survey data

Persona Team Research

Survey Data
Computer-generated data

Demographics Survey Items

Age Range
x 13-17 x 18-24 x 25-34 x 35-44
x 45-54 x 55-64 x 65-

Gender
x Female

Country
x Australia x Belgium x India

Generate

3 personas

Age Range Country
Select Select

Bec
29 year old, Female
Australia

Annelies
47 year old, Female
Belgium

Riya
16 year old, Female
India

Personas you will see

Demographics you want to analyze

Click to learn more about them...

The image shows the Survey2Persona web application interface. The main dashboard includes a header with the logo and navigation tabs for 'Persona', 'Team', and 'Research'. On the left, there is a 'Survey Data' section with a dropdown menu set to 'Computer-generated data'. Below this are filters for 'Age Range' (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65-), 'Gender' (Female), and 'Country' (Australia, Belgium, India). A 'Generate' button is located at the bottom of the filter section. The central area displays '3 personas', with one persona card for 'Bec' (29 year old, Female, Australia) highlighted by a red arrow. A modal window titled 'Persona' is open, showing a profile picture of a woman and the name 'Bec'. The modal content is organized into sections: 'Bec is most likely...' with a bulleted list of traits (Married, College grad, Administrative Services); 'Bec agrees with this:' with a bulleted list of statements (I feel shy speaking in public, My favorite color is blue, Algorithms have too much power in our society); and 'Bec disagrees with this:' with a bulleted list of statements (I like pudding, I was offended by the suggestion that my baby brother was a jewel thief, Malls are great places to shop; I can find everything I need under one roof). The modal also features a 'Print' button and a 'Close' button.

Survey2Persona
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Persona Team Research

Survey Data
Computer-generated data

Demographics Survey Items

Age Range
x 13-17 x 18-24 x 25-34 x 35-44
x 45-54 x 55-64 x 65-

Gender
x Female

Country
x Australia x Belgium x India

Generate

3 personas

Bec
29 year old, Female
Australia

Persona

Bec
29 year old, Female
Australia

Bec is most likely...

- Married
- College grad
- Administrative Services

Bec agrees with this:

- I feel shy speaking in public. ☒
- My favorite color is blue. ☒
- Algorithms have too much power in our society. ☒

Bec disagrees with this:

- I like pudding. ☒
- I was offended by the suggestion that my baby brother was a jewel thief. ☒
- Malls are great places to shop; I can find everything I need under one roof. ☒

Print Close

Demographics provide many layers for understanding your customers

The screenshot displays the Survey2Persona interface. The top navigation bar includes 'Persona', 'Team', and 'Research'. The main content area is divided into a left sidebar for filters and a central grid of generated personas.

Survey Data: Computer-generated data

Demographics: Survey Items

Age Range: x 18-24

Gender: Select Gender

Country: Select Country

8 personas:

Name	Age	Gender	Country
Javiera	24 year old	Female	Chile
Conor	18 year old	Male	Ireland
Haziq	24 year old	Male	Malaysia
Nikita	19 year old	Male	Russian Federation
Abdirahman	22 year old	Male	Somalia
Josue	20 year old	Male	El Salvador
Amal	22 year old	Female	Tunisia
Agustina	24 year old	Female	Uruguay

For example, young customers!

Survey Data

Computer-generated data

Demographics

Survey Items

Age Range

x 18-24

Gender

x Female

Country

Select Country

Generate

3 personas



Javiera

18 year old, Female
Chile



Amal

19 year old, Female
Tunisia



Agustina

23 year old, Female
Uruguay

Country

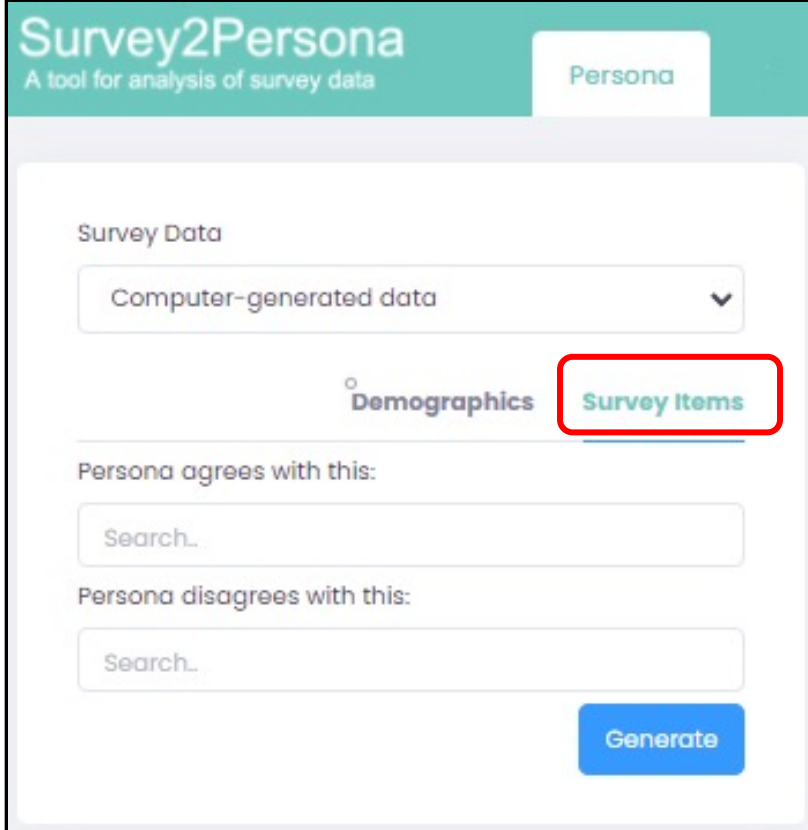
Select

Or young female customers only.

User Interface

Multiple data visualizations

1. demographics – age, gender, country
- 2. survey items – responses to survey**



The screenshot shows the Survey2Persona web application interface. At the top, the logo "Survey2Persona" is displayed with the tagline "A tool for analysis of survey data" and a "Persona" button. Below the header, there is a "Survey Data" section with a dropdown menu currently set to "Computer-generated data". A navigation bar contains two tabs: "Demographics" and "Survey Items", with the latter highlighted by a red rectangular box. Underneath, there are two search input fields: "Persona agrees with this:" and "Persona disagrees with this:". A blue "Generate" button is located at the bottom right of the interface.

Survey2Persona Functionality

1. Select survey items that users agree/disagree with

The screenshot displays the Survey2Persona web application interface. The header includes the logo "Survey2Persona" and the tagline "A tool for analysis of survey data", along with navigation tabs for "Persona", "Team", and "Research".

The main content area is divided into two sections:

- Left Panel (Form):** A red rounded rectangle highlights this section. It contains a "Survey Data" dropdown menu set to "Computer-generated data". Below it are two tabs: "Demographics" and "Survey Items", with "Survey Items" being the active tab. Under "Survey Items", there are two input fields: "Persona agrees with this:" containing "x I feel shy speaking in public." and "Persona disagrees with this:" containing "x My favorite color is blue.". A blue "Generate" button is located at the bottom right of this panel.
- Right Panel (Results):** Displays "82 personas" and three filter dropdowns for "Age Range", "Gender", and "Country", all currently set to "Select". Below the filters is a grid of nine persona cards, each featuring a profile picture, a name, and demographic information:

Name	Age	Gender	Country
Dubai	46 year old	Male	United Arab Emirates
Uuuk	73 year old	Male	Afghanistan
Ermal	35 year old	Male	Albania
Arben	50 year old	Male	Albania
Lindita	60 year old	Female	Albania
Florencia	25 year old	Female	Argentina
Elisabeth	48 year old	Female	Austria
Lachlan	22 year old	Male	Australia
Nicat	13 year old	Male	Azerbaijan

2. Generate!

3. See the resulting personas

Learn more about the personas' attitudes

The image shows a screenshot of the Survey2Persona web application. The main interface is divided into a left sidebar and a main content area. The sidebar contains a 'Survey Data' dropdown menu set to 'Computer-generated data', and two sections for 'Persona agrees with this' and 'Persona disagrees with this', each with a text input field and a 'Generate' button. The main content area displays a list of 82 personas. A red arrow points from the 'Elisabeth' persona card in the list to a larger, detailed view of that persona on the right. The detailed view shows a profile picture of Elisabeth, her name, age (48), gender (Female), and location (Austria). Below this, it lists 'Elisabeth is most likely...' with three bullet points: 'Married', 'College grad', and 'Administrative Services'. It also lists 'Elisabeth agrees with this:' with three bullet points: 'I feel shy speaking in public.', 'I feel very successful in my life.', and 'Too many prisons have become early coffins.'. Finally, it lists 'Elisabeth disagrees with this:' with one bullet point: 'My favorite color is blue.'. At the bottom of the detailed view are 'Print' and 'Close' buttons.

Survey2Persona
A tool for analysis of survey data

Persona Team Research

Survey Data
Computer-generated data

Demographics Survey Items

Persona agrees with this:
× I feel shy speaking in public.

Persona disagrees with this:
× My favorite color is blue.

Generate

82 personas

Dubai
46 year old, Male
United Arab Emirates

Allen
35 year old, Male
Romania

Elisabeth
48 year old, Female
Austria

Persona

Elisabeth
48 year old, Female
Austria

Elisabeth is most likely...

- Married
- College grad
- Administrative Services

Elisabeth agrees with this:

- I feel shy speaking in public.
- I feel very successful in my life. ☹️
- Too many prisons have become early coffins. ☹️
- I cheated while playing the darts tournament by using a longbow. ☹️

Elisabeth disagrees with this:

- My favorite color is blue.

Print Close

Learn more about the personas' attitudes

The image shows the Survey2Persona web application interface. The main dashboard displays a list of 82 personas. Three personas are visible in the list:

- Dubai**: 46 year old, Male, United Arab Emirates
- Arben**: 50 year old, Male, Albania
- Elisabeth**: 48 year old, Female, Austria

The detailed view for Elisabeth shows her profile and attitudes:

Elisabeth
48 year old, Female
Austria

Elisabeth is most likely...

- Married
- College grad
- Administrative Services

Elisabeth agrees with this:

- I feel shy speaking in public.
- I feel very successful in my life. ☹️
- Too many prisons have become early coffins. ☹️
- I cheated while playing the darts tournament by using a longbow. ☹️

Elisabeth disagrees with this:

- My favorite color is blue.

At the bottom of the detailed view, there is a **Print** button (highlighted with a red box) and a **Close** button.

Print the results to your presentation

The End to End Survey2Persona Process!

Survey
Development
Consulting

Human in the
Loop

The End to End Survey2Persona Process!

Survey
Development
Consulting

Human in the
Loop

Survey
Data
Collection

All major
survey tools

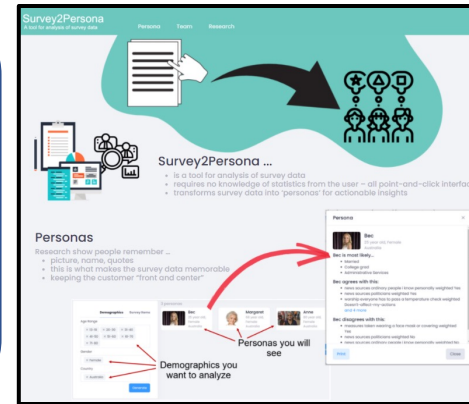
The End to End Survey2Persona Process!

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The magic!
(really, it's
algorithms!)

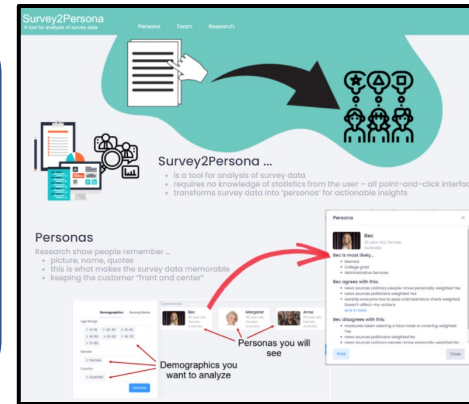
The End to End Survey2Persona Process!

Survey
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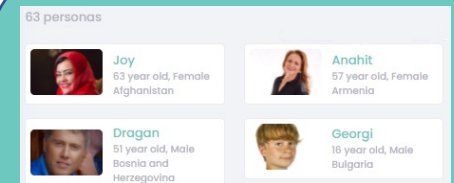
Human in the
Loop

Survey
Data
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All major
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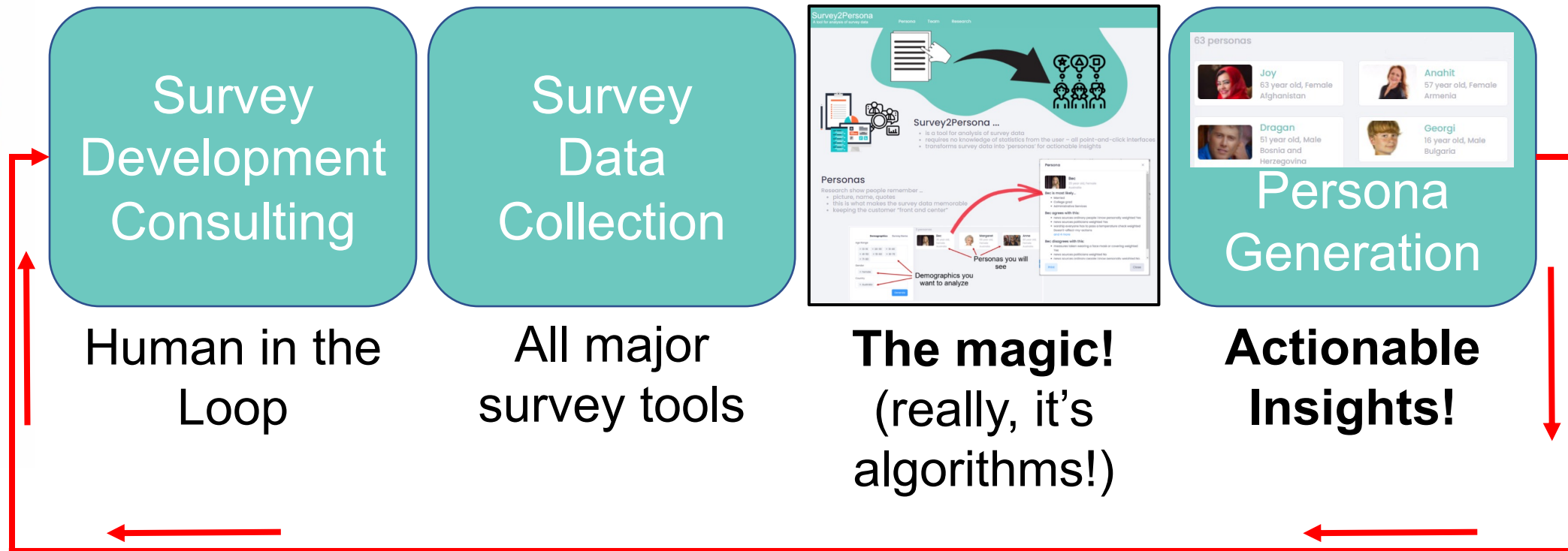
The magic!
(really, it's
algorithms!)



Persona
Generation

**Actionable
Insights!**

The End to End Survey2Persona Process!



Feedback Cycle: Surveys Tailored to Personas
optimize processes & increase efficiency via learning, self-correction, and segmentation targeting

Interested?

Don't hesitate to jump aboard!

- S2P is available and ready for use now!
<https://s2p.qcri.org>
- Reach out for a quote!

Dr. Jim Jansen: bjansen@hbku.edu.qa

Need more help?

We provide end-to-end services helping organizations with their surveys: defining information needs → creating the survey → collecting data → providing S2P analysis and visualization → S2P results to KPIs

(i.e., a *'soup to nuts' survey system* – from 'creation to results'!)

Send email to Dr. Jim Jansen: bjansen@hbku.edu.qa

Thank you!



Survey2Persona

Joni Salminen

Jim Jansen

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