


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](#)

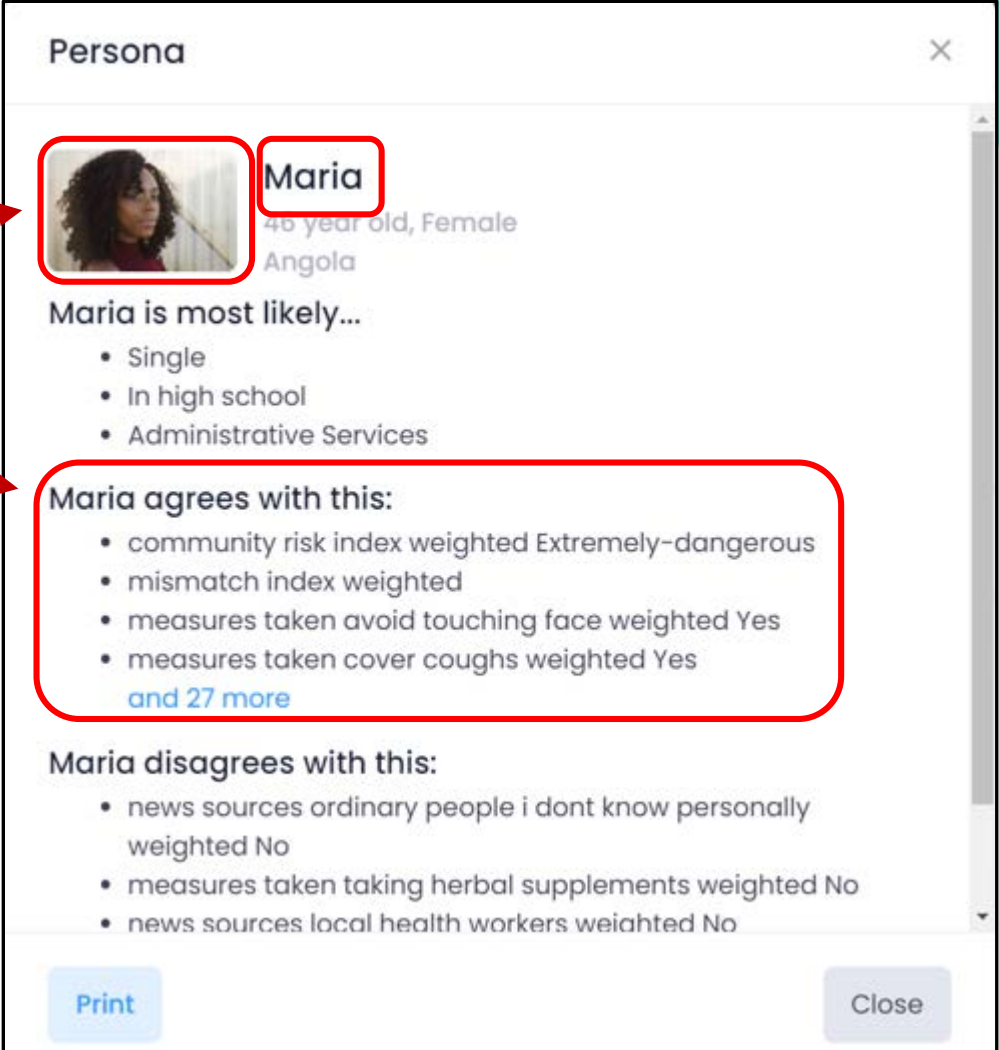
Maria disagrees with this:

- 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
- 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

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**

The screenshot displays the Survey2Persona web application interface. At the top, there is a navigation bar with the logo 'Survey2Persona' and the tagline 'A tool for analysis of survey data', along with menu items for 'Persona', 'Team', and 'Research'. A large graphic shows a hand pointing to a document icon, with an arrow pointing to three stylized human figures, representing the transformation of survey data into personas. Below this, a section titled 'Survey2Persona ...' lists key features: 'is a tool for analysis of survey data', 'requires no knowledge of statistics from the user – all point-and-click interfaces', and 'transforms survey data into ‘personas’ for actionable insights'. The main content area is titled 'Personas' and includes a sub-section 'Research show people remember ...' with bullet points: 'picture, name, quotes', 'this is what makes the survey data memorable', and 'keeping the customer “front and center”'. A 'Demographics' sidebar on the left allows filtering by age range, gender, and country. A central area shows three persona cards for 'Bec', 'Margaret', and 'Anne'. A red arrow points from the 'Demographics' sidebar to the 'Personas you will see' section. A detailed 'Persona' window for 'Bec' is open on the right, showing her profile picture, name, age, gender, and location, along with sections for 'Bec is most likely...', 'Bec agrees with this:', and 'Bec disagrees with this:'. A 'Print' button is visible at the bottom of the persona window.

<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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- With Survey2Persona, you can generate personas representing customers who:
 - don't like your mobile app, and
 - rate your in-flight service highly

Example Use Case


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 - 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:
 - American Trends Panel Data (Pew Research)
 - 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

Gender

Country

Generate

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:

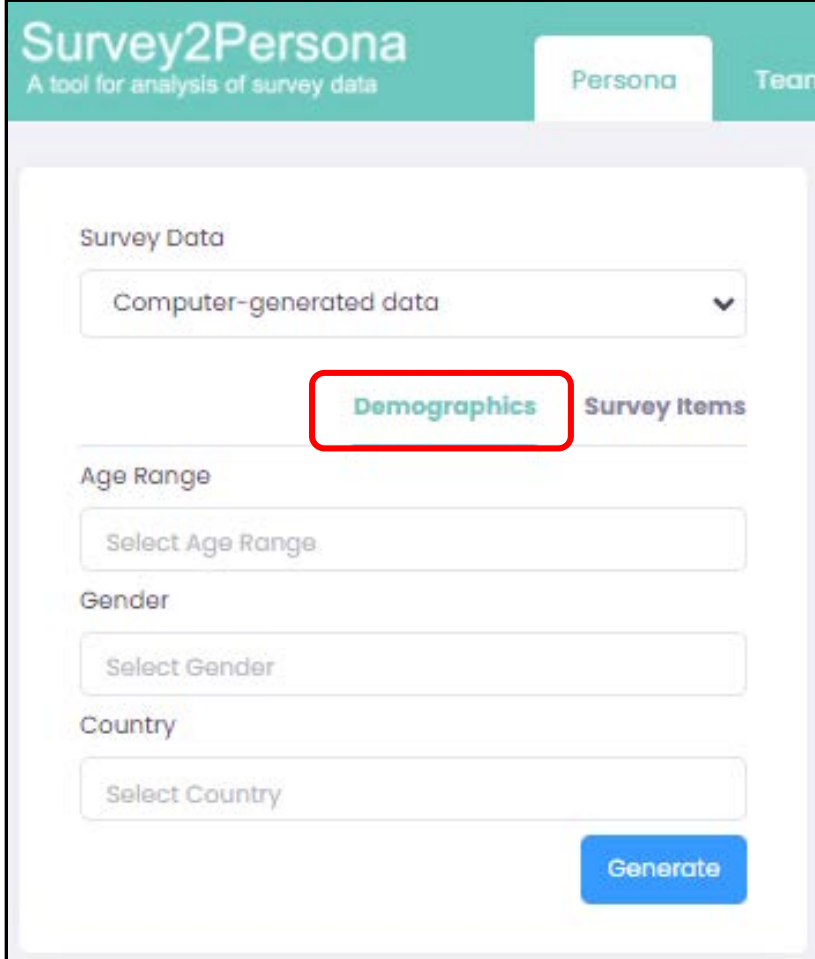
- measures taken wearing a face mask or covering weighted Yes
- news sources politicians weighted No
- news sources ordinary people I know personally weighted No

Print Close

User Interface

Multiple data visualizations

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

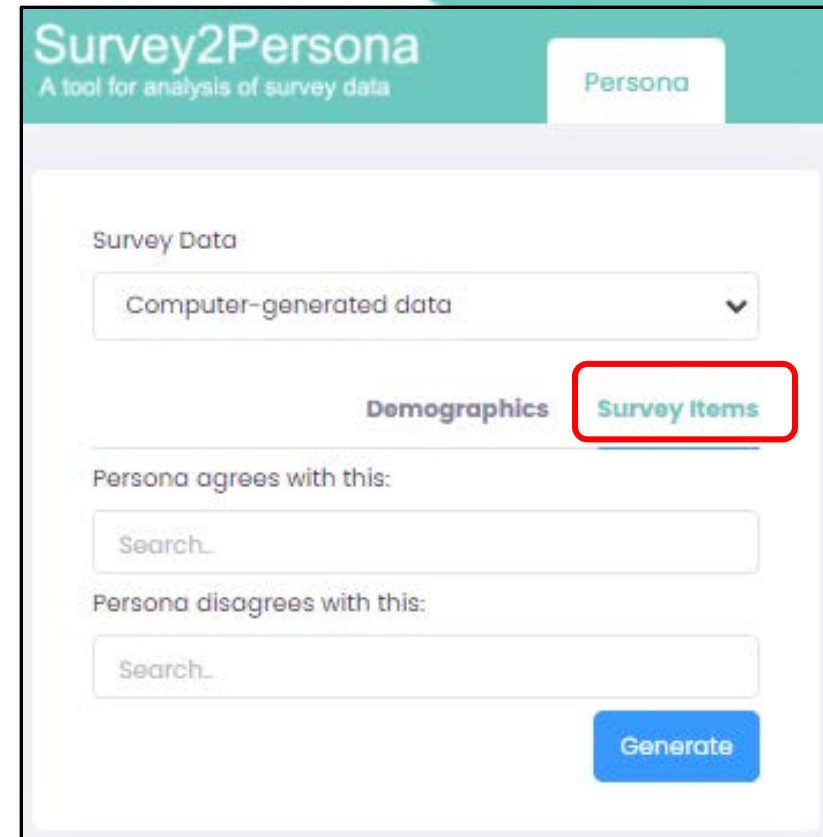


The screenshot displays the Survey2Persona web application interface. At the top, the logo "Survey2Persona" is visible with the tagline "A tool for analysis of survey data". Navigation tabs for "Persona" and "Team" are present. The main content area is titled "Survey Data" and features a dropdown menu 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" and a "Persona" button. Below the header, there is a "Survey Data" section with a dropdown menu currently set to "Computer-generated data". Two tabs are visible: "Demographics" and "Survey Items", with the latter highlighted by a red rectangular box. Underneath the tabs, 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 of this section. 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 personas, illustrating the flow from user input to the final output.

Survey2Persona
A tool for analysis of survey data

Persona Team Research

Survey Data
Computer-generated data

Demographics Survey Items

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

Gender
× Female

Country
× Australia × Belgium × 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. On the left, the 'Survey Data' section includes a dropdown menu set to 'Computer-generated data', a 'Demographics' tab, and 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 right of this section. In the center, a list of '3 personas' is shown, with the first one, 'Bec', highlighted. A red arrow points from the 'Bec' card in the list to a larger, detailed view of the persona on the right. This detailed view, titled 'Persona', shows a profile picture of a blonde woman, her name 'Bec', and her demographics: '29 year old, Female, Australia'. Below this, it lists characteristics under three categories: '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), and '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). 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

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

Gender
× Female

Country
× Australia × Belgium × 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. On the left, a sidebar contains filters for 'Survey Data' (set to 'Computer-generated data'), 'Age Range' (set to '18-24'), 'Gender' (set to 'Select Gender'), and 'Country' (set to 'Select Country'). A 'Generate' button is located at the bottom of the sidebar. The main area shows '8 personas' with filters for 'Gender' and 'Country' set to 'Select'. The personas are displayed in a grid:

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

Survey2Persona
A tool for analysis of survey data

Persona

Survey Data

Computer-generated data

Demographics **Survey Items**

Persona agrees with this:

Search_

Persona disagrees with this:

Search_

Generate

Survey2Persona Functionality

1. Select survey items that users agree/disagree with

The screenshot displays the Survey2Persona web application interface. The top navigation bar includes the logo 'Survey2Persona' and the tagline 'A tool for analysis of survey data', along with tabs for 'Persona', 'Team', and 'Research'. The 'Persona' tab is active. On the left, a red rounded rectangle highlights the 'Survey Data' section, which contains a dropdown menu set to 'Computer-generated data', two tabs for 'Demographics' and 'Survey Items', and two input fields for survey items: '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 below these fields. A red arrow points from the first step text to the 'Survey Items' tab. To the right, a section titled '82 personas:' displays a grid of generated personas. Each persona card includes a profile picture, a name, and demographic information. The visible personas are: 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), and Nicat (13 year old, Male, Azerbaijan). A red arrow points from the 'Generate' button to the second step text.

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 two sections. On the left, there is a control panel with a 'Survey Data' dropdown menu set to 'Computer-generated data'. Below this 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. On the right side of the main interface, a list of 82 personas is displayed. Three personas are visible: 'Dubai' (46 year old, United Arab Emirates), 'Allen' (45 year old, Male, Albania), and 'Elisabeth' (48 year old, Female, Austria). A red arrow points from the 'Elisabeth' persona in the list to a detailed view window on the right.

Survey2Persona
A tool for analysis of survey data

Persona Team Research

Survey Data
Computer-generated data

Demographics Survey Items

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

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

Generate

82 personas

Dubai
46 year old, United Arab Emirates

Allen
45 year old, Male, Albania

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 screenshot shows the Survey2Persona web application. At the top, there is a teal header with the logo "Survey2Persona" and the tagline "A tool for analysis of survey data". Below the header are three navigation tabs: "Persona" (selected), "Team", and "Research". The main content area is divided into two columns. The left column contains a "Survey Data" dropdown menu set to "Computer-generated data", a "Demographics" tab, and a "Survey Items" 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 at the bottom of this section. The right column displays "82 personas" and a list of three persona cards. The first card is for "Dubai" (46 year old, Male, United Arab Emirates), the second for "Arben" (50 year old, Male, Albania), and the third for "Elisabeth" (48 year old, Female, Austria).

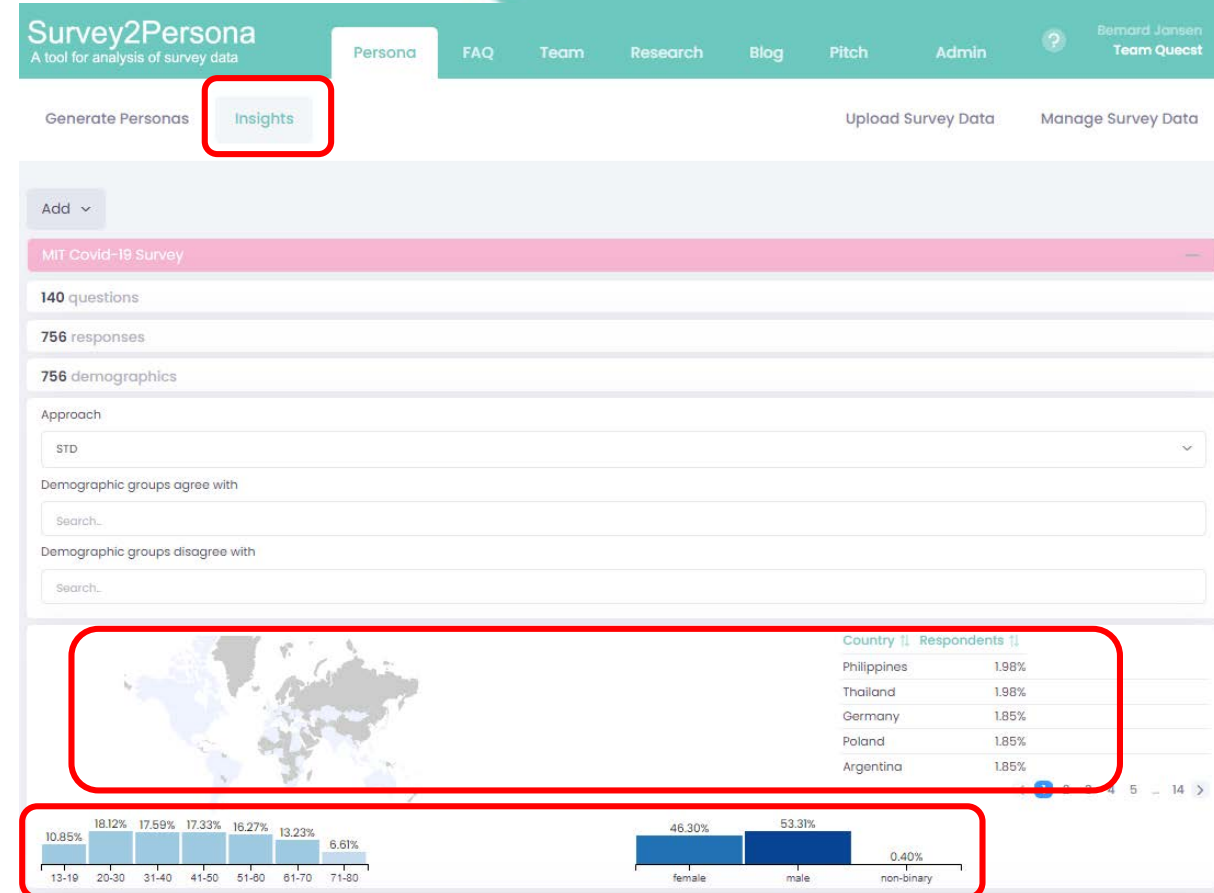
Print the results to your presentation

The screenshot shows a detailed view of a persona named "Elisabeth". The header of the view is "Persona" with a close button (X) in the top right corner. Below the header is a profile picture of Elisabeth, her name "Elisabeth", and her demographics: "48 year old, Female, Austria". The view is divided into three sections: "Elisabeth is most likely..." with a bulleted list: "Married", "College grad", and "Administrative Services"; "Elisabeth agrees with this:" with a bulleted list: "I feel shy speaking in public.", "I feel very successful in my life. ☹️", "Too many prisons have become early coffins. ☹️", and "I cheated while playing the darts tournament by using a longbow. ☹️"; and "Elisabeth disagrees with this:" with a bulleted list: "My favorite color is blue.". At the bottom of the view, there are two buttons: "Print" (highlighted with a red box) and "Close".

Also survey insights

Aggregate data visualizations

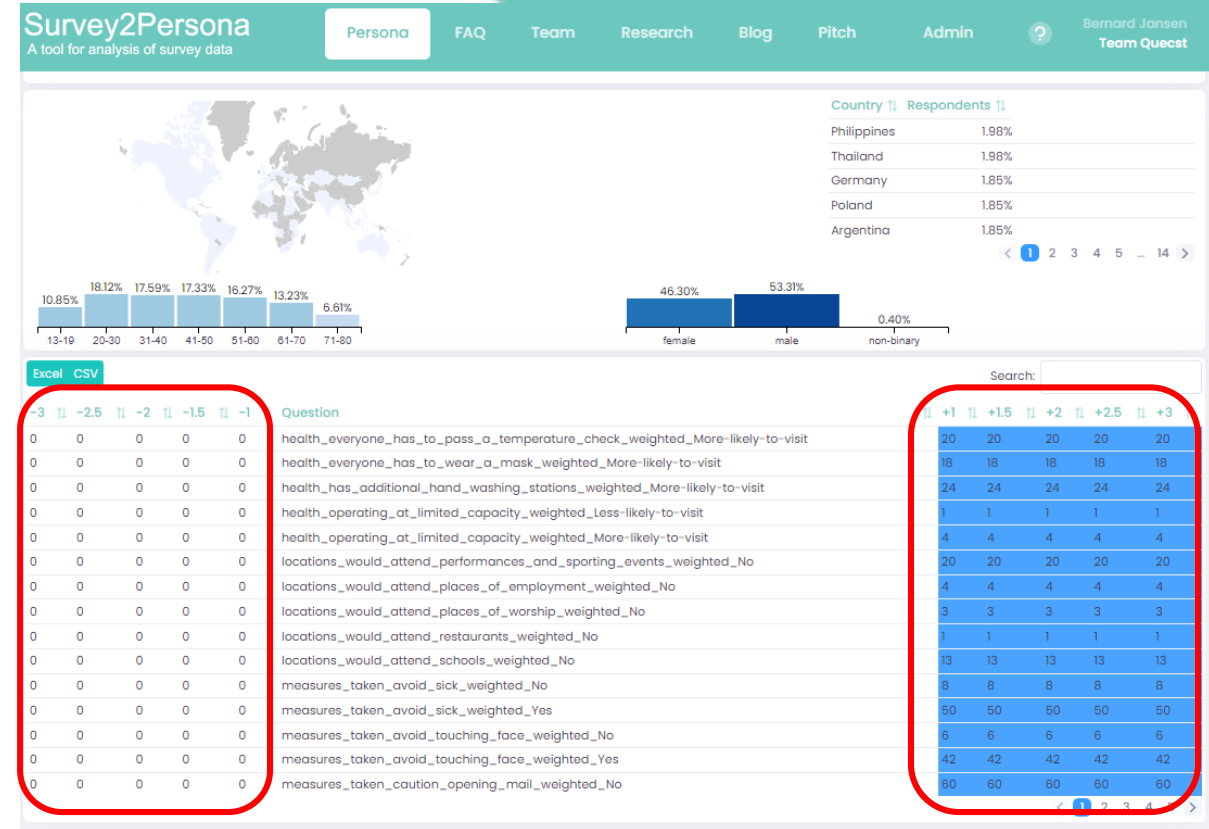
1. by demographics – age, gender, country
2. Interface is interactive (i.e., point and click filtering)



Also survey insights

By question data visualizations

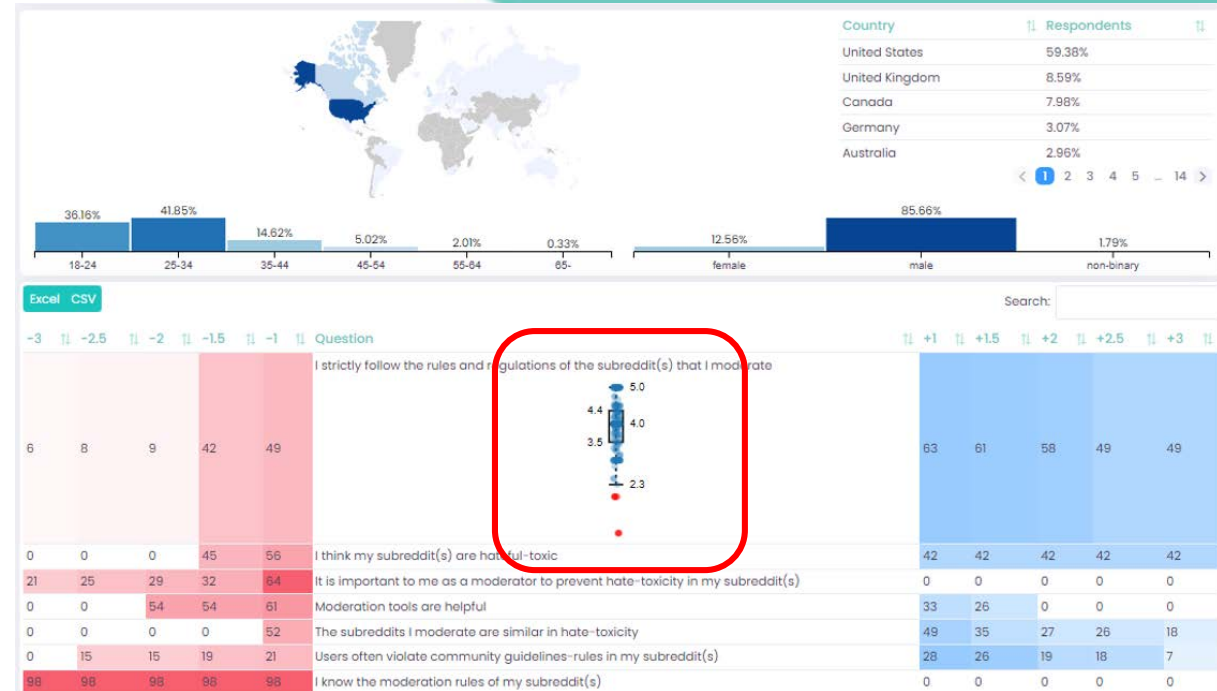
1. by demographics distributions by question
2. Interface is interactive (i.e., point and click filtering)



Also survey insights

By question data visualizations

1. Response box plots, including outliers by question
2. Interface is interactive (i.e., point and click filtering)



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

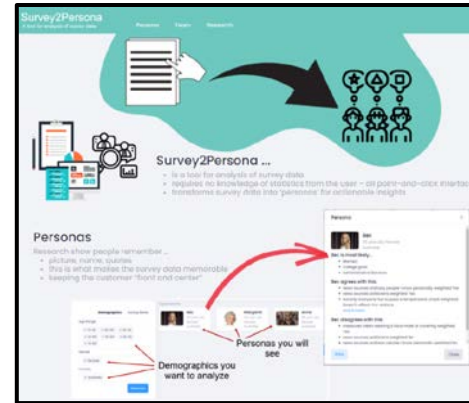
The End to End Survey2Persona Process!

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

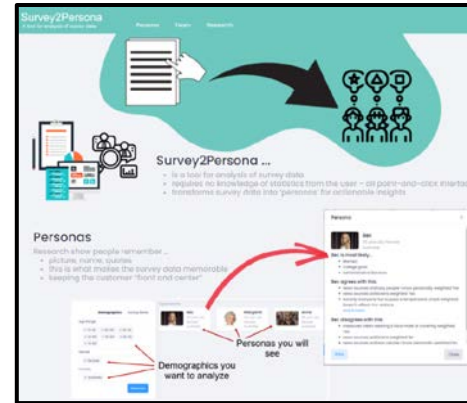
The End to End Survey2Persona Process!

Survey
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Consulting

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Survey
Data
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All major survey
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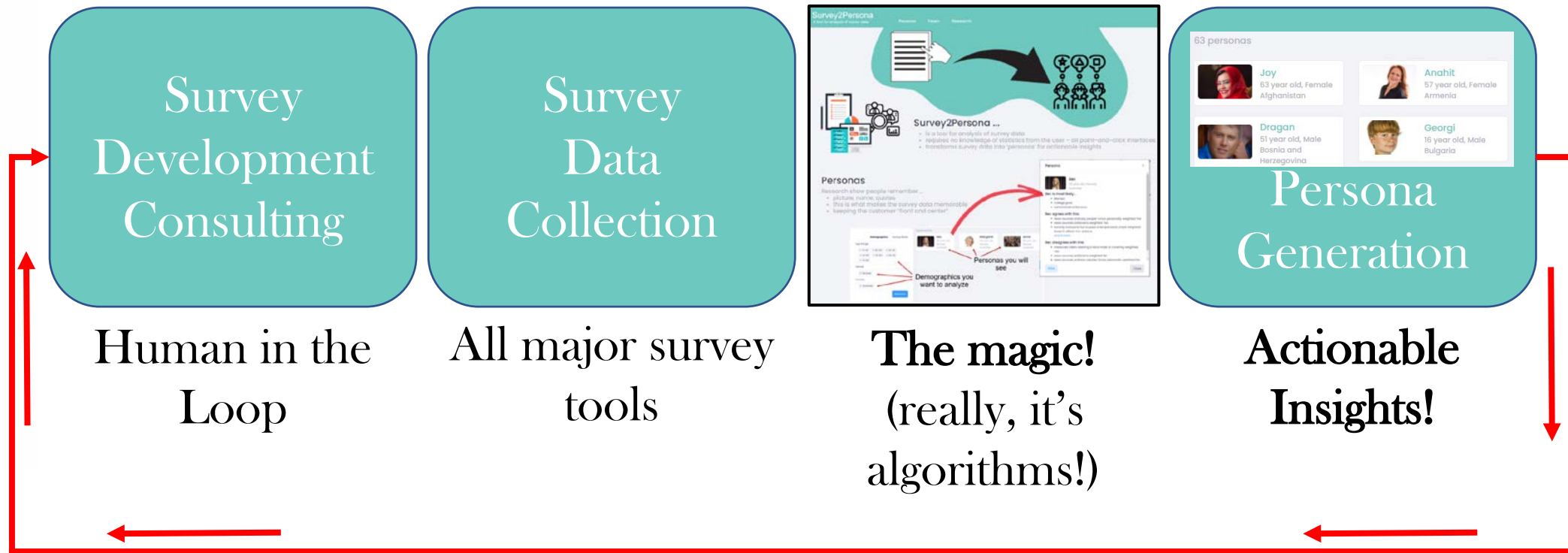
63 personas

 Joy 63 year old, Female Afghanistan	 Anahit 57 year old, Female Armenia
 Dragan 51 year old, Male Bosnia and Herzegovina	 Georgi 16 year old, Male Bulgaria

Persona
Generation

Actionable
Insights!

The End to End Survey2Persona Process!



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