



## PERSONAS: COMMUNICATING THE GREENING OF SANDYFORD BUSINESS DISTRICT

Workshop facilitated by Wessel Badenhorst, Urban Mode Ltd, August 2024

### Why Personas?

Effective communication depends on strategically targeting specific audiences “to get the message across” and/or to persuade those publics to better understand and even support specific projects.

To create personas is a means to strategically define targeted audiences. As a rule of thumb, the more detailed the persona, the better the chances for effective communication.

It could also be that a persona reflects a cohort of a population that an organisation intends to reach with their communication.

Personas are typically used by advertising agencies to segment and profile customers or people that customers will identify with.

For example, at the most basic level we can use the following segmentation:

- People who live in Sandyford BD
- People who work in Sandyford BD
- People who visit and shop in Sandyford BD
- People who relax and play in Sandyford BD

However, that will only be sufficient for basic information sharing, and not to connect with predetermined specific target audiences. This is perfectly valid for example by providing general information on a website.

To reach targeted audiences, we need to know more about those audiences. For example, what are their typical daily routines, use of transport, leisure preferences, ways of communication etc. This is an ongoing learning process which marketing professionals spend a lot of time and energy on.

There is however a short-cut. And that is to predetermine personas to which certain attributes are described which then becomes ‘real’ for communication purposes.

The purpose of the workshop on 15 August 2024 with the staff of the Sandyford Business District CLG was to decide on four personas and then to colour them in with a lifestyle, preferences and routines as well as to ask what may be of interest to them regarding our communication topic, greening Sandyford Business District, and developing the Civic Park. This will also contribute to delivering outputs for the IB-Green Project.



The following personas were agreed:

Persona A: A male software engineer, 30 years old, from Indian origin, who lives in a rented apartment in Sandyford Business District close to the proposed Civic Park and works in the District.

Persona B: A manager, living in a rented apartment in Sandyford Business District, who use the LUAS every day to travel to work on the northside of Dublin city.

Persona CG: A stay-at-home mother/caregiver of small children living in an apartment in Sandyford Business District.

Persona E: A male company director, 45 years old, based in Sandyford Business District who gets a new company car every 3 years, because he travels extensively for work.

The following personas will be considered at a later stage:

Persona D: A female nurse, 35 years old, working at Beacon Hospital, not living in Sandyford, but travel to work using the bus.

Persona F: A sales executive working for the past twenty years in a multi-national company based in Sandyford Business District who also regularly works from home.

The following questions were asked to ‘colour in’ the proposed personas:

1. What are the features of the persona’s daily routine?
2. What does the persona enjoy doing while in Sandyford Business District?
3. What does the persona find less enjoyable to do while in Sandyford Business District?
4. Is the persona health conscious?
5. Is the persona aware of environmental challenges?
6. Why would the persona like the proposed Civic Park?

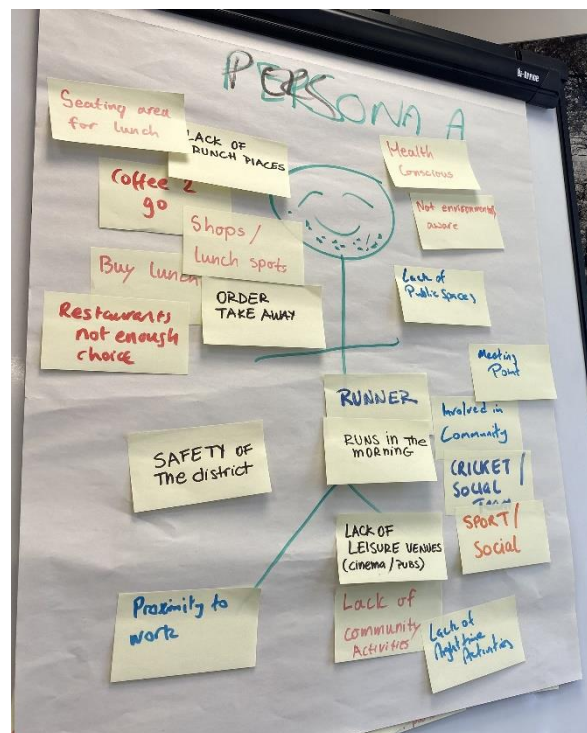
## Persona A

It is proposed to communicate with a persona from a cohort of residents defined by the following information from the Census:

- 58% of the residential population is in the 25 – 44 years old age bracket
- 70% of the residential population have a third level (college) education
- 51% of the residential population were born outside of the European Union
- 90% of the residential population live in private rental accommodation

**Persona A is a male software engineer, 30 years old, from Indian origin, who lives in a rented apartment in Sandyford Business District close to the proposed Civic Park, and currently works in the District.**

- He runs daily in the morning and welcomes the possibility of the Civic Park as a space for running.
- He always takes a coffee 2 go and regularly orders take aways.
- He values the proximity to work living in the District.
- He feels safe in the District.
- He is active in sports and is a social person. He enjoys cricket.
- He wants to be involved in community, but believes there are a lack of community activities.
- He is health conscious, but not necessarily environmentally aware.
- He notices the lack of public spaces in the District and the lack of choice in seating areas for having his lunch and hopes the Civic Park will be a great new space to address the need.
- He is also wishes that there would be more leisure venues, cinemas, more restaurants, including more places where he can have a brunch.
- He thinks there are not enough nighttime activities.



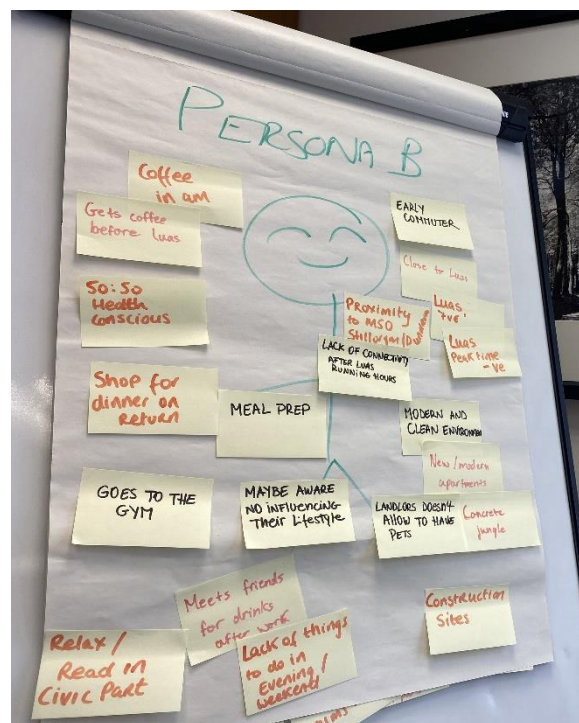
## Persona B

It is proposed to communicate with a persona from a cohort of residents defined by the following information from the Census:

- 55% of the residential population walk and/or use public transport to get to work
- 71% of the residential population over 15 years old are at work
- 42% of the residential population at work occupy Managerial/Technical positions
- 49% of the residential population travel more than 30 minutes to their work
- More than 90% of the residential population live in affluent areas as per Pobal HP Index

**Persona B is a manager, living in a rented apartment in Sandyford Business District, who uses the LUAS every day to travel to work on the northside of Dublin city.**

- He/she is an early commuter who appreciates living in Sandyford Business District because of the proximity and accessibility of the LUAS.
- He/she does however get frustrated by the overcrowding on the LUAS in peak times and by the lack of connectivity after LUAS running hours.
- He/she finds the District a modern and clean environment with many new and modern apartments.
- He/she however gets frustrated by the ongoing construction and the 'concrete jungle' effects (too little greenery and public space).
- He/she appreciates the proximity of the M50 (e.g. access to airport) as well as large retail areas in Dundrum and Stillorgan.
- Typically he/she has a coffee 2 go before getting on the LUAS in the morning and often shops for dinner on his/her return (these include pre-prepared meals).
- He/she likes to meet friends for drinks after work but does this mostly in the city given the lack of evening/weekend places to go to in the District.
- He/she regularly goes to the gym.
- He/she is looking forward to relax and do some reading in the new Civic Park.



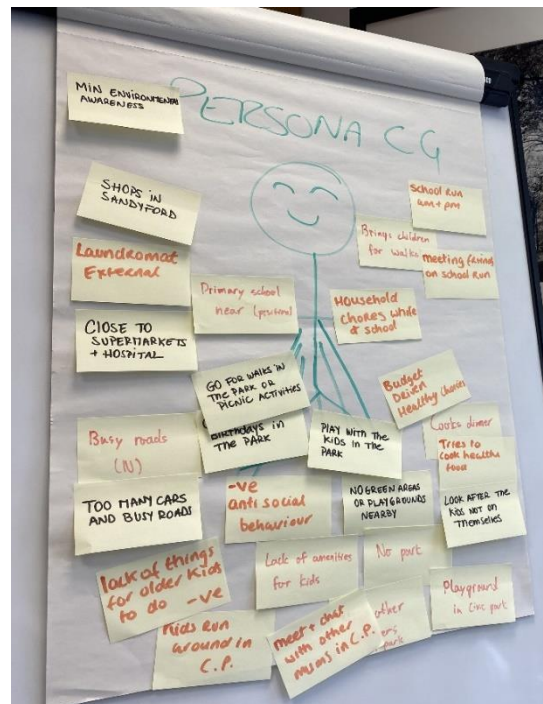
## Persona CG

It is proposed to communicate with a persona from a cohort of residents defined by the following information from the Census:

- 38% of the households in Sandyford Business District are families with children
- 69% of those families are couples with children under 15 years old
- More than 10% of female residential population over 15 years old are unemployed (PoB Index)
- In the area identified in Sandyford Business District as Marginally Above Average on the HP Deprivation Index, the lone parent ratio is 25.00, higher than the average for the whole of Dublin (21.26).

**Persona CG is a stay-at-home mother/caregiver of small children living in an apartment in Sandyford Business District.**

- She does the school run in the morning and in the afternoon.
- An advantage of living in the Sandyford Business District is that there are primary schools in walking/cycling distance from her apartment.
- However, there are too many cars and busy roads which makes her task more difficult.
- She appreciates the many shops in the District and that her apartment is close to supermarkets and the hospital.
- While the children are in school she does household chores. She also uses the laundromats in the District.
- She usually tries to cook healthy dinners and is also budget conscious.
- The thing she misses most is that there is not a nice park close to her apartment. There are no green areas or playgrounds close by. Still she tries to bring the children for walks.
- She would love the Civic Park to be a place where children can play and run around and where mothers and friends can meet and where birthdays can be celebrated.
- There are few amenities for children in the District and especially for older children, there are few things to do.
- Her awareness of the environmental challenges for the District is minimal, but she is acutely aware of the negative impact of a lack of greening.



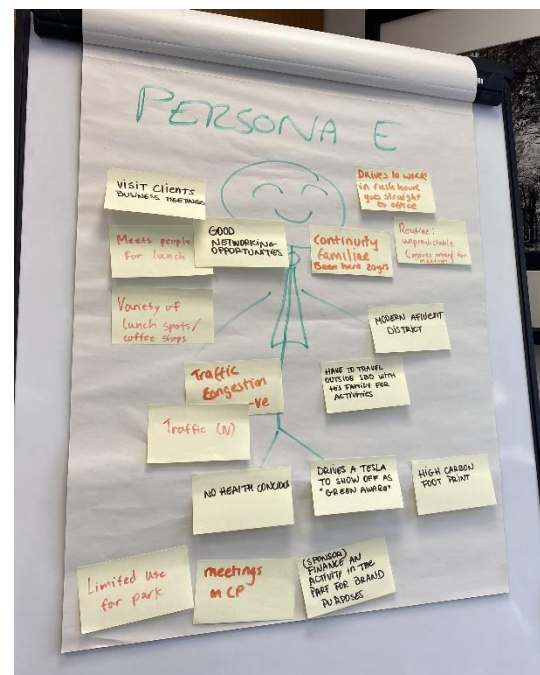
## Persona E

It is proposed to communicate with a persona from a cohort of workers in the Sandyford Business District with the following profile:

- Co-owners of small firms based in Sandyford Business District.
- Using private transport to get to work and to meet with clients.
- Higher earners with annual incomes above €100,000
- Are males aged between 40 and 60 years old.

**Persona E is a male company director, 45 years old, based in Sandyford Business District who gets a new company car every three years because he travels extensively for work.**

- He drives to work in rush hour and goes straight to his office.
- His biggest complaint is traffic congestion which also affects the time he has for business meetings.
- He often has to use his car outside of the District for family reasons.
- He regularly meets clients for lunch.
- He thinks the District has a variety of lunch venues and coffee shops.
- He is not particularly health conscious.
- He views the District as a good place for networking opportunities.



- He is comfortable with the company located in the District, because of his familiarity with the location over the past twenty years.
- He sees Sandyford Business District as modern and affluent.
- He drives a Tesla to show his 'green awareness'.
- His company has a high carbon footprint but he is not really concerned by the environmental impact of its actions or the environmental challenges.
- He would have limited use for a new Civic Park.
- He is however open for sponsoring community activities that will help with greening the District and knows it will be good for the company brand.