Persona Template

Structural Profile with Section Purposes

Identity

Name: [Full name of the persona]
Title: [Role or professional descriptor]
UID: [Unique persona ID, e.g., P-2025-XYZ01]
Role Archetype: [Archetype ID, e.g., TFADV-01]

Purpose: Establishes who this persona is, what role they play, and links them to a foundational archetype.

Demographics

- **Age**: [e.g., 42]

- **Gender**: [e.g., Male, Nonbinary]

- **Race/Ethnicity**: [e.g., Latinx, Multiracial]

- **Geography**: [e.g., Detroit, MI]

Purpose: Situates the persona in social and geographic reality, grounding perspectives and bias sources.

Experience

[List of 2–5 lived or professional experiences relevant to their worldview]
Purpose: Reveals what shaped their insights, credibility, or skepticism.

Education

[Highest degree or significant training]
Purpose: Adds context for knowledge base and legitimacy.

Affiliations

[List of 1–3 networks, orgs, or coalitions]
Purpose: Shows alignment, influence networks, and institutional touchpoints.

Judgment Architecture

- **Biases**: [What biases they hold]

- **Heuristics**: [Mental shortcuts they rely on]

- **Preferred Solutions**: [What interventions or policies they favor]

- **Internal Conflicts**: [Where they might hesitate or hold contradictions]

Purpose: Makes their logic traceable and stress-testable under pressure.

Quote Bank

1. **Quote**: "[Insert quote text]"

   - Quote Type: [e.g., personal_testimony]

   - Intended Audience: [e.g., media, policymakers]

- ○ Scenario: [Simulation trigger, e.g., lawsuit filed]

- ○ Emotional Valence: [e.g., grief, resolve]

2. *(Minimum 3 quotes required; each with structured metadata)*

Purpose: Supplies language for simulations, messaging testing, and narrative validation.

Simulation Roles

[List of mapped simulation categories, e.g., "advocate", "public_voice"]
Purpose: Allows this persona to be activated during specific triggers or role demands.

Trace Path

[List of 2–3 formative paths: e.g., "public school parent → advocate → coalition leader"]
Purpose: Documents the emotional and cognitive journey that informs their stance.

Program Tags

[Thematic labels, e.g., "police reform", "harm reduction"]
Purpose: For toolkit filtering, bundling, and reuse.