



A lifecentred.design toolkit

Non-human Persona Starter Pack

Non-human and non-user personas give voice to the animals, environments, and 'invisible' humans (factory workers, miners, farmers, and communities, etc.) that are impacted by human projects

A lifecentred.design Initiative | Damien Lutz 2022

Non-human and non-user personas for life-centred design

Life-centred design's stakeholders can be identified as 3 larger groups, with human-centred design's target-user and business stakeholders included and remaining at the centre, but no longer considered alone:

- All peoples-Target users, Non-users (Individuals, communities, and employees of organisations working within the product lifecycle); Invisible humans (individuals and communities not involved in the lifecycle but who are impacted by it); All human knowledge and ways of existing
- All non-humans-From large animals (amphibians, reptiles, birds, and mammals) to insects and microbes; on land, sea, air, or underground; domestic, livestock, captive, or wild; whether 'proven' sentient or not
- All planet-Vegetation (trees, forests, swamps, etc.), water systems (oceans, lakes, rivers, freshwater), air, soil, climate, landforms (mountains, hills, etc.), sunlight, ecosystems

Non-human and non-user personas help identify and protect life-centred design's three stakeholder groups.

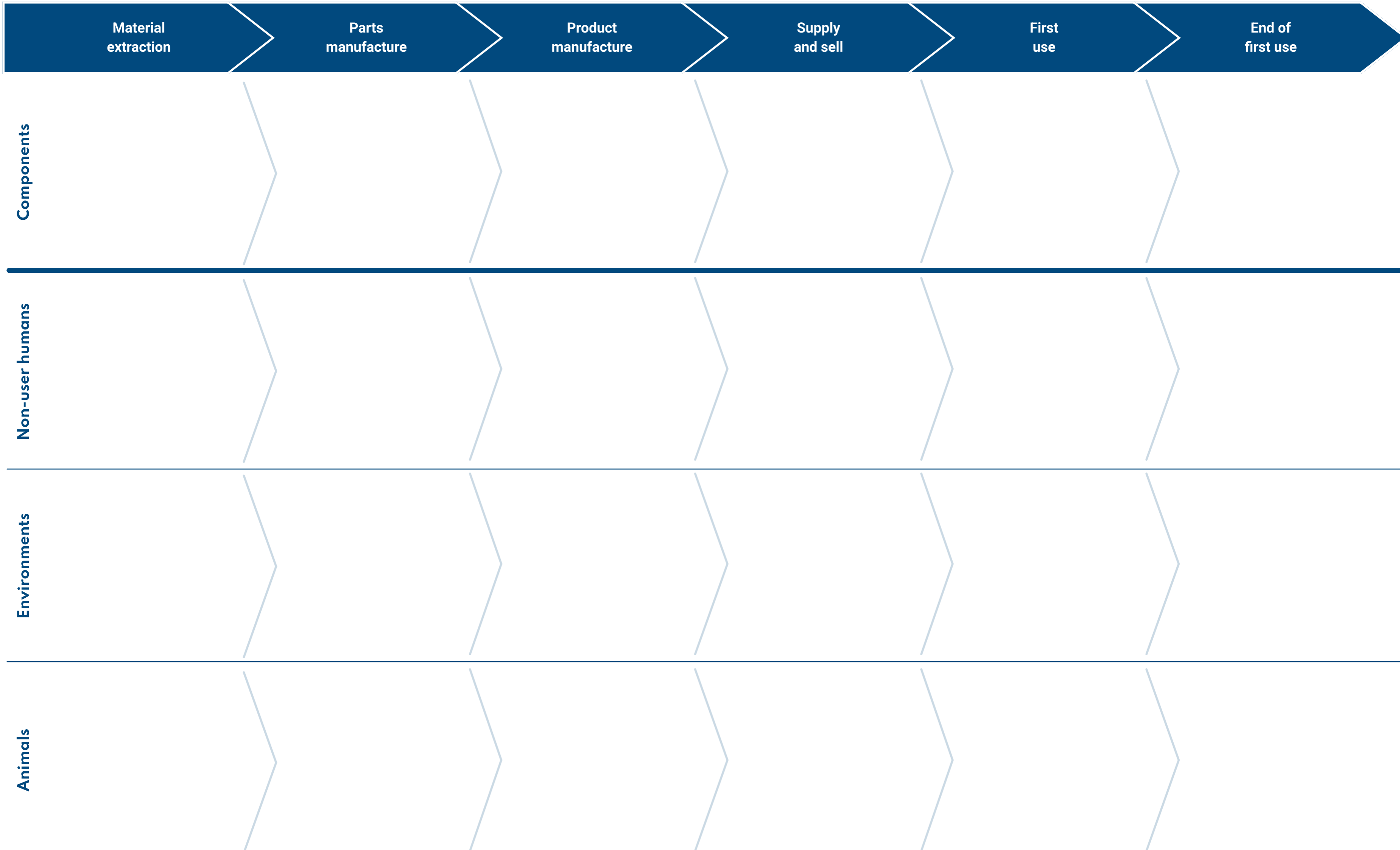
Use the Simplified Lifecycle Map to identify the stakeholders relevant to your project and then create the personas.

Full instructions in “Non-human and non-user personas for life-centred design” at <https://medium.com/@damienlutz>.



LIFE-CENTRED
DESIGN LAB

Simplified Lifecycle Map for:



Animals

The Animal Persona consists of three main sections:

- **Image and quote**—This section provides a summary for instant understanding and empathy. Add a representational image of the animal and a quote, written in first-person 'by the animal' that captures both their individuality and significance to the ecosystem. If the persona represents one individual animal, infuse the quote with their character and nature. Avoid humanising them too much by speaking with terms that reflect their values and world.
- **Protect**—This section informs designing products and experiences in a way that recognises and minimises potential impacts to animals. Summarise the habitat and environment they need to thrive, their needs and joys, and challenges to their thriving existence. Tick the boxes representing the product lifecycle stages that potentially impact the animal.
- **Engage**—This section informs designing experiences that the animal will engage or interact with. Summarise how they navigate, communicate, and interact with the world. Clarify their barriers to engagement and inclusion with the human world and identify any key humans they interact with.

Refer to the persona as needed during the design process and keep it visible as a constant reminder to consider them in all decision making.

Bees



I may only live six weeks at times, but I pollinate plants to enable them to reproduce—70% of the world's agriculture and flowering depends exclusively on me. Without me, fauna would begin to disappear, impacting environmental health and human food supply. Humans can not live without me.



HABITAT

We thrive in natural or domesticated environments, but we prefer gardens, woodlands, orchards, meadows and areas of abundant flowering plants. Within our natural habitat, we build nests inside tree cavities and under edges of objects to hide from predators.

NEEDS & JOYS

We need water, pollen, and shelter to thrive. Grow more flowers, shrubs and trees, let your garden grow wild, don't use toxic pesticides, and leave water out when it's hot.

CHALLENGES

Overuse of toxic pesticides are killing us. Climate change and overuse of land is destroying or safe places to live and breed.

PROTECT

- Material extraction
- Supply chain
- Product in use
- 2nd life
- Waste

ANIMAL EXPERIENCE

Navigation

Senses, etc.

We use the sun, landmarks, and colour to navigate, and our sensitivity to polarised light allows us to 'see' the sun in poor weather. We can also sense the earth's magnetic field with a magnetic structure in our abdomens.

Communciation

Sound, posture, etc.

We use body language and eye contact, and some vocal patterns. Our two primary methods are movement and odor. We use these to send messages throughout the colony, locate nearby food, and share other information.

Interaction

Climbs, bites to pull, etc.

We have 5 eyes, 6 legs, and fly 20mph. Our bodies allow pollen to stick so we can transfer it. We have stingers for protection but die if we use them. Some of us make honey using a proboscis to suck liquid found in plant nectary

HUMAN WORLD

Barriers/exclusion

- Physical Destruction of habitat
- Social Threatening behaviour from humans
- Cognitive

Human engagement

- Farmer
- Animal Welfare
- Consumer
- Citizen
- Captive parent
- Pet parent
- Hunter

ENGAGE



PROTECT

HABITAT

NEEDS & JOYS

CHALLENGES

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

- Material extraction**
- Supply chain**
- Product in use**
- 2nd life**
- Waste**

ENGAGE

ANIMAL EXPERIENCE

Navigation

Senses, etc.

Communciation

Sound, posture, etc.

Interaction

Climbs, bites to pull, etc.

HUMAN WORLD

Barriers/exclusion

- Physical _____
- Social _____
- Cognitive _____

Human engagement

- Farmer
- Animal Welfare
- Consumer
- Citizen
- Captive parent
- Pet parent
- Hunter

Environments

The Environment persona consists of three main sections:

- **Image and quote**—This section provides a summary for instant empathy. Add an image and a quote ‘by the environment’ that captures both their individuality and significance to the ecosystem. Avoid over-humanising, use terms that reflect their values and world.
- **Lifecycle impacts**—Tick the boxes representing the product lifecycle stages that potentially impact the environment.
- **Needs, challenges, solutions**—Summarise their needs and the challenges to their thriving existence. Keep these related to the lifecycle stage where they are impacted. Research Prevention and Healing solutions to the challenges—this makes the persona a practical tool for brainstorming about improvements or regeneration.

Refer to the persona as needed during the design process and keep it visible as a constant reminder to consider them in all decision making.

Trees



We provide oxygen and limit carbon in the atmosphere. We reduce air pollution, provide food and shelter for wildlife, minimise erosion and maintain healthy soil, increase rainfall, and absorb sunlight as energy.

80 percent of all terrestrial plants, insects, and animals call forests home. Nearly one third of people in the world depend directly on forests for their livelihoods.

We communicate and collaborate together, and we share our fear about our space and soil for thriving becoming too unfit.



- Material extraction
- Supply chain
- Sales channels
- Product in use
- 2nd life
- Waste

NEEDS

Reduced deforestation

Time to grow

Healthy soil

CHALLENGES

Deforestation

Urbanisation

Climate change

Increased wildfires

Invasive species

Habitat degradation

PROTECTION

PREVENTION

Use less paper

Recycle paper and cardboard

Use recycled products

Buy only sustainable wood

products

Don't buy products containing

palm oil

Reduce meat consumption

Respect the rights of indigenous

people

HEALING

Plant a tree

Practice eco-forestry

Raise awareness

Respect the rights of

indigenous people

Support organizations

fighting deforestation



- Material extraction**
- Supply chain**
- Sales channels**
- Product in use**
- 2nd life**
- Waste**

NEEDS

CHALLENGES

PROTECTION

PREVENTION

HEALING

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Non-user

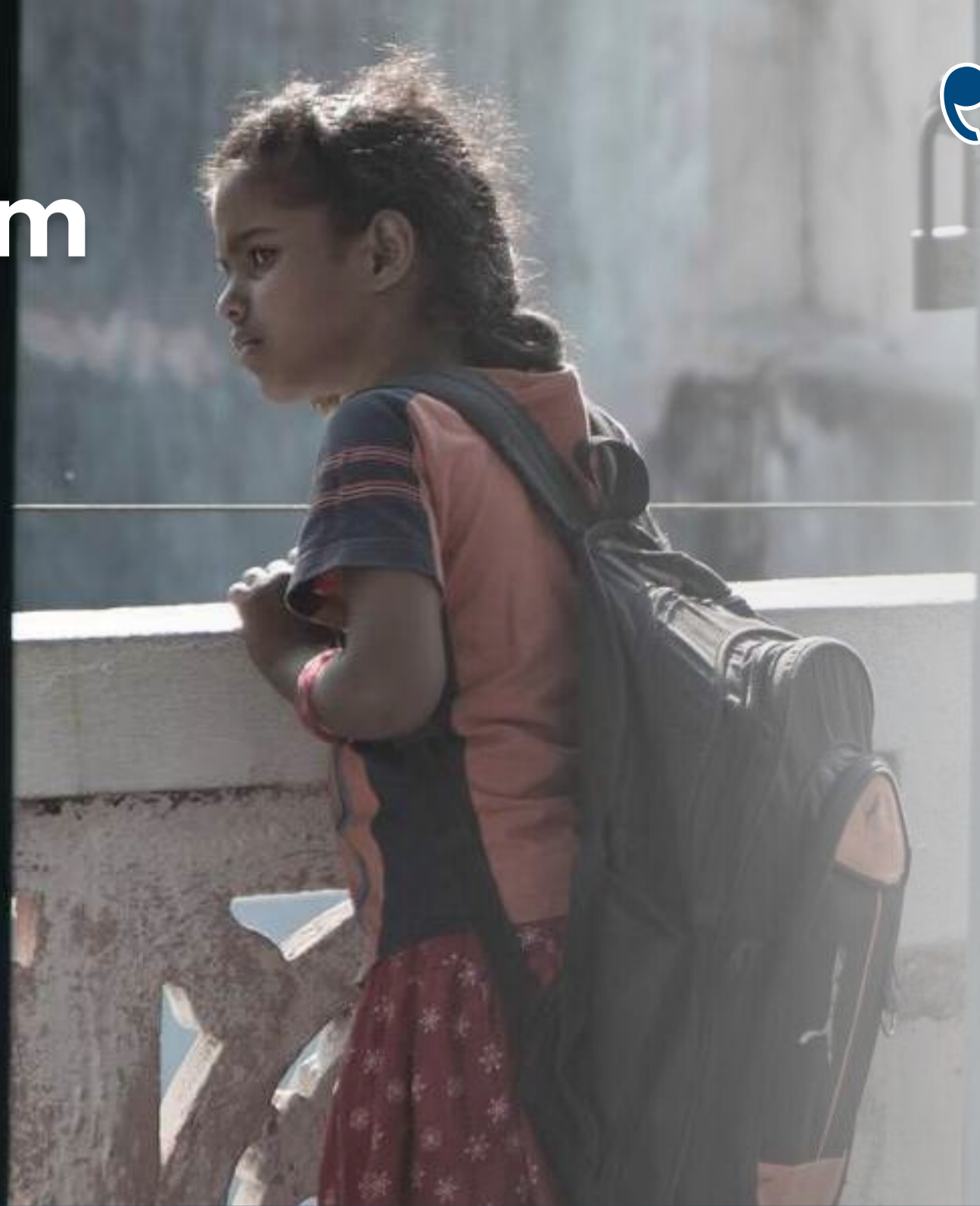
The Non-user Persona consists of three main sections:

- Image and quote—This section provides a summary for instant understanding and empathy. Add a representational image of the non-user stakeholder and a quote, written in first-person by the non-user that captures both their individuality and how they are impacted. Use terms that reflect their values and world.
- Lifecycle impacts—Tick the boxes representing the product lifecycle stages that potentially impact the non-user.
- Needs, challenges, solutions—Summarise their needs and the challenges to their thriving existence. Keep these related to the lifecycle stage where they are impacted and localised if possible. Research solutions to the challenges and split them into Prevention and Healing—this makes the persona a practical tool for any brainstorming sessions about improvements or regeneration.

NON USER PERSONA

Poonam

Child worker



I am 12 years old, some of my friends are younger. We can not go to school, we have to make money for home. I am so tired, I squat down all day, and the fumes make me sick. But if I don't go, I feel guilty, because my parents can't get work. I love my parents, they look after me. Some of my fiends are not so lucky. I used to think, one day, I will make a lot of money, and I will go to school, but I don't think so now.



- Material extraction
- Supply chain
- Sales channels
- Product in use
- 2nd life
- Waste

NEEDS

CHALLENGES

PROTECTION

Food, clean water, shelter, healthcare

Protection

Development

Community participation

Time to play

Poor living conditions

Low levels of income

Lack of job diversity

PREVENTION

Check material sources

Do not source from areas known for child labour

HEALING

Raise awareness

Sponsor a child

Make a donation

Connect with humanitarian programs



- Material extraction
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NEEDS

CHALLENGES

PROTECTION

PREVENTION

HEALING

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Get the guide book

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