

Creating Influence Maps for Personas Worksheet



Refer to *Using Human-Centered Design to Strengthen Your TPP Program's Recruitment and Retention Plan* (webinar held on August 26, 2021) for a demonstration on how to use this worksheet.

What is an influence map?

Each one of us has a number of influencing factors in our lives, from family and friends to social and news media to history and culture. Understanding these influences is key to understanding behavior and will, ultimately, provide greater insight into your TPP program participants' needs and desires.

An influence map illustrates the different sources of influence that a person has in their life, along with the weight of each influence. Influence maps are another version of stakeholder maps, which are commonly used in design to visualize and understand the relationships between different actors in a particular context or process.

Instructions:

As you make sense of your human-centered design research—usually after you have created some personas—work with your TPP program team to map out who and what influences each persona. Influence maps are another tool you can use to spark creativity during the recruitment and retention planning process. Refer to the persona template.

Based on the persona's profile and behaviors the team created:

- What are some strong influences in their life?
- What are some weaker influences?

As you brainstorm, ask:

- How can the team use these influences to impact our program design?
- How can these influences help us improve our recruitment and retention strategy?

Worksheet: Influence Map

After your TPP program team has completed the persona template, fill out this worksheet to capture all influences in that persona's life. The inner circle should include the most influential people, media, pressures, and other factors. The second and third circles should include less-important influences. If the team completed multiple persona templates, complete an influence map for each persona created. Refer to your filled-out influence maps and personas, along with your equity framework, to brainstorm next steps for your TPP program's recruitment and retention plan.

The diagram consists of three concentric circles centered on a page. The innermost circle is labeled "Most important influences". The middle circle is labeled "Somewhat important influences". The outermost circle is labeled "Least important influences". In the center of the innermost circle, there is a text field that reads "Persona: _____".