

lifecentred.design

Non-human and non-user personas

Non-human and non-user personas represent the animals, environments, and 'invisible' humans (factory workers, miners, farmers, and communities, etc.) impacted by our product lifecycle so that we may design to protect and respect them.

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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>.

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.

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 with 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.

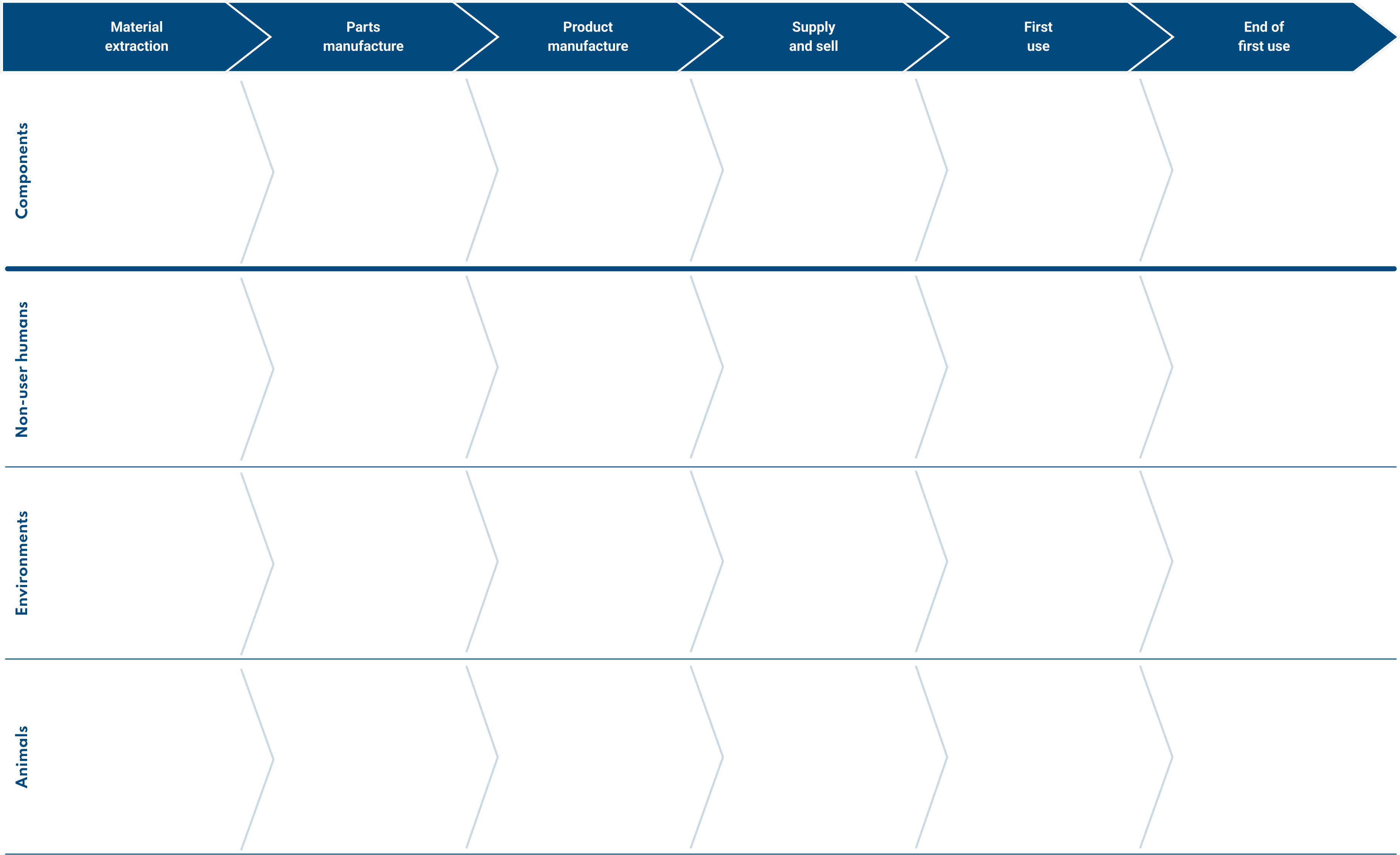
Refer to the persona as needed during the design process and keep it visible as a constant reminder to consider them in all decision making.

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.





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

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	HEALING
Use less paper	Plant a tree
Recycle paper and cardboard	Practice eco-forestry
Use recycled products	Raise awareness
Buy only sustainable wood products	Respect the rights of indigenous people
Don't buy products containing palm oil	Support organizations fighting deforestation
Reduce meat consumption	
Respect the rights of indigenous people	

☐

Material extraction

☐

Supply chain

☐

Product in use

☐

2nd life

☐

Waste

NEEDS

CHALLENGES

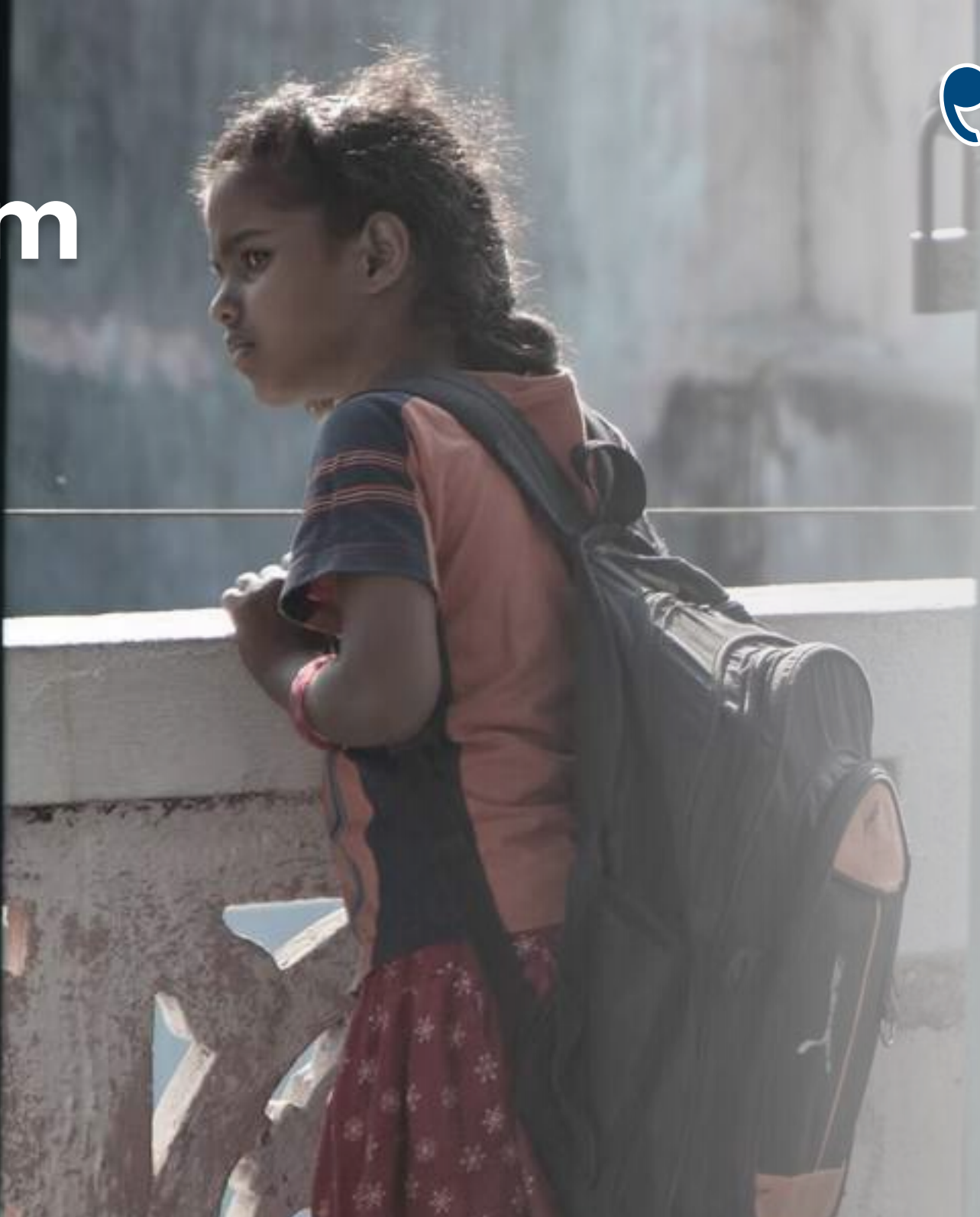
PROTECTION

PREVENTION

HEALING

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

		PREVENTION	HEALING
Food, clean water, shelter, healthcare	Poor living conditions	Check material sources	Raise awareness
Protection	Low levels of income	Do not source from areas known for child labour	Sponsor a child
Development	Lack of job diversity		Make a donation
Community participation			Connect with humanitarian programs
Time to play			



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

NEEDS	CHALLENGES	PROTECTION	
		PREVENTION	HEALING



Get the guide book

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