DEVELOP INTERVENTION AUDIENCE ARCHETYPES
ACTIVITY GUIDE

OVERVIEW

**NOTE**

This activity guide assumes that you have identified a target consumer/audience for your intervention and want to create an “archetype” to build out a picture of who they are as a real person. You will want to review data collected during Empathy Mapping, Journey Mapping and Target Consumer Segmentation activities of the Diagnose phase.

An **archetype** is a profile of a fictional person intended to represent a “typical” member of a target population. Creating archetypes can help you understand your target population as real people and gain insights into their behavior, motivators and barriers, attitudes, perceptions and decision-making process that would not be obvious from demographic data alone.

Archetypes make a target population or population segment more relatable, which makes it easier to develop effective interventions tailored to their specific needs and preferences.

**Example**

**MR. GREEN: FRIENDS DRIVEN HESITANTS**

What’s holding Mr. Green back:
- **CONFLICTING INFO**
- **LACK OF SOCIAL SUPPORT**
- **DOESN’T RELATE TO BENEFITS**
- **SHYNESS**
- **UNCERTAINTY: HEALING**
- **UNCERTAINTY: PAIN**

He doesn’t care because...He has heard, but doesn’t understand the benefits. They don’t seem tangible and he’s not emotionally connecting with the messages out there. He hears so much conflicting information that he doesn’t know what to believe. He wants his questions answered but can be too embarrassed to ask.

His worst fear is... What if I believe the wrong information, and make a stupid choice that could get me laughed at.

What’s pushing Mr. Green forward:
- **HYGIENE**
- **FREE PROCEDURE**
- **FEAR OF BEING LEFT BEHIND**

What would get him through the door? The benefits of VMMC around cleanliness and protection from STIs. Hygiene is the most important driver and it’s tangible because he understands it e.g., if he hasn’t taken a bath for a 2 days. He needs to understand exactly how VMMC keeps him clean and safe, and believe what he hears.

How does he want to feel after? That he’s a smart and clean guy, and glad that he finally got it over with.

**Key Insights:** He’s heard so much negative and conflicting information about VMMC through rumors that he has a hard time knowing what to believe. Even when he hears correct information about the benefits it’s hard to relate that information to him and his life. He needs to know the truth and why he should care in the first place.

—I’ve heard some bad things about VMMC from my friends and I don’t know what to believe, but it’s embarrassing to ask questions.”

Level of sexual risk: **Average**

Level of knowledge about VMMC: **Low**

Level of social support: **Low**

Commitment Level: **Very Conflicted**

Likelihood that he’ll advocate: **Medium**
WHEN TO CONDUCT THIS ACTIVITY

Archetypes should be created the first time you go through the design process. Once an archetype for a particular audience segment has been thoroughly researched and validated, it will likely remain relevant for a long time and should not need to be recreated for a few years.

<table>
<thead>
<tr>
<th>Archetypes can be useful when:</th>
<th>Archetypes might be less useful when:</th>
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<tr>
<td>• All projects that apply the Keystone framework to develop an intervention directly to a consumer, provider or retailer.</td>
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<td>• Refer to your archetype through your annual planning process to keep your target audience top of mind.</td>
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<td>• For other market actors (e.g. a pharmaceutical executive or Ministry of Health official) it may be less relevant to create an archetype. Although it is still important to build empathy to fully understand their incentives and motivations.</td>
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TIME, RESOURCE AND STAFFING REQUIREMENTS

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<th>Who will participate in this activity?</th>
<th>• Design team – led by marketing</th>
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<td>• Marketing and research advisors as needed</td>
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<td>Who time and resources are required?</td>
<td>• Once the necessary data has been collected, teams should be able to meet and develop a satisfactory set of archetypes in a single day</td>
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INSTRUCTIONS

GOAL/OUTPUT

The purpose of creating archetypes is to help you understand your target audience as real people rather than a set of abstract demographic data.

A simple archetype document should tell a story about a hypothetical member of the target audience as a real person. While the archetype might represent a group with a range of characteristics, the archetype itself should represent a specific person with enough personal detail to help you imagine how this particular person might behave in real-life situations.

Example

Client Archetype - Bongani, The Follower

Name: Bongani
Age: 21
I live in Chivi (peri-urban)
I work as a barber
I have 6 members in my family
I am single but I can have multiple partners at one time
For fun I like to play polo with friends and the occasional soccer game

Bongani represents a bigger population that:

- Is worried about the social reaction when people find out they are circumcised
- Have a strong need for belonging. They strongly desire to be accepted by their friends and a need to ‘fit in’ to the group
- Tend to trust whatever information is coming from their friends
- Usually get circumcised because they are in a social circle where others have gotten circumcised. Similarly, they are also those who are not circumcised yet because they are in a social circle where others are also not circumcised.
- Would rather join an anonymous online community forum rather than attend a physical gathering on the topic.
- Want to feel a sense of belonging with their peers and easily form cliques with others they can relate to or want to be more like.
- Is very easily influenced as they tend to follow trends and community norms. If they see that the perception of their friends and community to has changed, they will also change.

“Though my girlfriend is trying to encourage me sometimes, I don’t want to do it. My friends will not accept it – my best friend says that the procedure may cause healing challenges and pain and that I will feel embarrassed among friends, because I will be different from them”

Bongani at a glance

I do not see the benefits
I am easily influenced by others
I have no interest in learning more about VMRC
I am fearful of VMRC
I engage in high-risk sexual behavior
I do not have high levels of trust in my relationship
I tend to see the negative in things

While the format can vary based on your particular interests and needs, the output should be concise (about 1 or 2 pages long) and easy to understand, with key insights and considerations clearly highlighted. This guide will present several examples that you can use as a model.
NOTE

All of the example archetypes included in this section are for consumers or providers/retailers. While it may be helpful to create archetypes for other actors in the value chain (manufacturers, distributors, etc.) and enabling environment (regulators, policy-makers, donors, etc.), these players often require a slightly different approach. In these cases, you will want to understand the key drivers of a business or the broader policy objectives and alternatives facing donors and policy-makers.

A template for Archetypes is available as part of the Keystone Project Presentation template.

Archetype: [Name]

<table>
<thead>
<tr>
<th>Avatar</th>
<th>Bio Data</th>
<th>Motivators</th>
<th>Concerns</th>
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<tbody>
<tr>
<td>Age: 22</td>
<td>Status: Single</td>
<td>Works as: Dealer</td>
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*Quote*

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<tr>
<th>Key Metric</th>
<th>Indicator</th>
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Key Insights
COLLECTING DATA FOR ARCHETYPES

At this stage, you may already have a lot of data already available from primary data in previous steps. Ideally this can be used to develop your archetype. However, depending on your context you may require additional research to fill gaps.

- There are a variety of inputs that can be used to develop archetypes.
- Empathy tools such as immersion, observation, or other interactive games to gain empathy with target audiences
- Primary research in the form of in-depth interviews with target population members, focus group discussions or surveys
- Secondary research such as census data, DHS, BSS, media consumption studies or commercial market research data
- Observations by peers, IPC agents or other field workers who regularly interact with the target population

Learn more about empathy maps in the "Map the Consumer Journey" activity guide.

CREATING ARCHETYPES

While we have provided examples, remember that not all archetypes need not look the same, or contain the exact same information. Some types of data will be more important for your specific program than others. The Design Team should begin the process of creating archetypes by reviewing the inputs and prioritizing the information that seems most relevant for your program.

That said, most archetypes will contain the following core components:

- **Name** – Giving your archetype a name immediately makes them more relatable as an individual
- **Basic demographic information** such as age, marital status, geographic location and wealth quintile to give you a clear idea of their place in society (you can use data collected during the Target Consumer Segmentation activity in the Diagnose phase)
- **Attitudes, perceptions and risk behaviors** as they relate to the target behavior, to give you a sense of their relationship to the health need (again, you can use data collected during the Target Consumer Segmentation activity in the Diagnose phase)
- **Motivators and barriers** to the target behavior, to clarify their thought process
- **Media habits** to help us know how to reach them and who else might be influencing them
• **Goals and aspirations**, especially as they relate to the desired behavior, so we can position the solution as being in line with their personal interests

• **A brief narrative of a typical day in their life** to help us think of new ways to engage them

• **Influencers** who shape their perceptions and beliefs

**Examples**
**MR. BLUE: SELF RELIANT BELIEVERS**

**What's holding Mr. Blue back:**
- Female Provider
- Distrust Partner
- Uncertainty: Pain
- Loss of Sensitivity

**What's pushing Mr. Blue forward:**
- Sexual Safety
- Sense of Achievement

He's worried because... He knows there's a chance of a female doing the procedure. He also worried about the pain and how he will handle it, as well as what the effects on his sex life will be. If Mr. Blue’s partner brings up VMMC he is very distrustful of her motives.

His worst fear is... Will I be embarrassed during the procedure or when I go back to having sex after?

**Key Insights:** It’s important to be able to discuss sex and sexual benefits, but he is very uncomfortable discussing this with his partner, and doesn’t want to hear about VMMC benefits to women.

**MR. BLUE & MR. ORANGE: SELF RELIANT BELIEVERS & KNOWLEDGEABLE HESITANTS**

**What does Mr. Blue need to hear:**
- Sex & Sensitivity
- Risk Reduction
- Procedure Details
- Convenience
- Pain Management

**Sex & Sensitivity:** He needs to know that sex is emotional as well as physical, and any changes will be minimal if any. Studies about sensitivity do not resonate, and neither does messaging about the benefits to women (health or sexual pleasure). They tend to be skeptical of any messaging about increased sensitivity.

They didn’t like the inclusion of messaging about sexual enjoyment—some were skeptical and others were uninterested. Talking about sexual safety resonates more.

**Risk Reduction:** Messaging about risk, HIV and STI protection needs to be specific. Vague messaging about protection and health benefits did not do well.

**Procedure Details:** This segment is the most interested in getting a detailed, step by step walk through of the procedure.

**Convenience:** In addition to messaging about the steps of the procedure, messaging about logistics and convenience of the procedure tested well.

**Pain Management:** He wants to know what to expect.

**Value Statement:** “VMMC will let me continue my filled with fewer risks, without sacrificing my own pleasure.”

**Most Relevant IPC Tools:**
- 60% jar
- Pain-o-meter
- Procedure cards: Most detailed info
- Sex & Sensitivity / Convenience Messaging
- Buddy system: Chance to advocate
CONCLUSION
At the end of this step, you will have created an ‘archetype’ for your target audience (segment). This will provide a reference for a ‘real person’ that you can visualize as you continue to build out the design of your intervention program.

Your Archetype can be added to the Keystone Project Presentation template, with a short explanation based on the data you gathered during this Design phase. Then return to the Keystone Manual and continue with the next phase.