

AX1 Sessions



Why *Personas* are Dead



Facilitated by:
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Head of Design
Accenture Song Ireland

Date: Thursday, 14th March 2024

Time: 2pm-4pm

Location: AX1, Auxilia Building

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This interactive workshop will explore why we need to evolve towards thinking about user mindsets as dynamic descriptions of what motivates people to adopt, love and embrace our product and services design.

Mindset driven research emerged from Fjord's global research practice and has been applied to multiple industries and successfully helped a reappraisal of how we understand people and cluster like-minded groups together to drive a much deeper understanding of motivation and user problems. This talk will be supported by interactive workshop segments to support attendees to embrace and practise.

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