

# USER PERSONA

BY THE ESSENTIALIST DEV (.COM)

NAME

ROLE

DATE

## 1. CHALLENGES

What challenges are your customers facing?

Tip: Ask your customers directly, and check out online spaces where they hang out, like Twitter and Forums for questions they ask.

## 2. GOALS

What goals and objectives do your customers have?

## 4. FEEDBACK

Ask your customers for feedback, then update your persona.

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## 3. RESEARCH SOLUTIONS

What solutions are currently available to help your customers overcome their challenges, and achieve their goals and objectives?

## 5. ACTIONS FOR GREATEST IMPACT

If you could only do one thing for your customer right now, what would have the biggest positive impact towards helping them overcome their challenges, and meet their goals and objectives?

