

USER PERSONA WORKSHEET



NAME

INDUSTRY/SEGMENT

JOB TITLE or FUNCTION

REPORTS TO (JOB TITLE)

AGE/EDUCATION

YEARS IN THIS JOB

TECHNOLOGY USED

TECHNICAL PROFICIENCY

☐

Novice

☐

Proficient

☐

Expert

SITUATION

A typical day in the life of your persona

A typical day interaction with your product

A perfect day

TOP OF MIND ISSUES

OTHER INFORMATION

What they read online and offline; member associations

Budget approval levels and ROI expectations

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

WRITTEN BY

DATE