

# Personas

Personas are archetypes or characters that represent people you are targeting. They aren't a job description; they are more of a biography of a typical person from the point-of-view on how they would interact with your product. Use personas to help guide decisions about product features, navigation, interactions, marketing, and visual design.

Create a quick list of the type of person you expect to use, buy or influence your product.

1. \_\_\_\_\_ ☐ User ☐ Customer ☐ Influencer

2. \_\_\_\_\_ ☐ User ☐ Customer ☐ Influencer

3. \_\_\_\_\_ ☐ User ☐ Customer ☐ Influencer

4. \_\_\_\_\_ ☐ User ☐ Customer ☐ Influencer

5. \_\_\_\_\_ ☐ User ☐ Customer ☐ Influencer

6. \_\_\_\_\_ ☐ User ☐ Customer ☐ Influencer



# Persona Sketch Worksheet

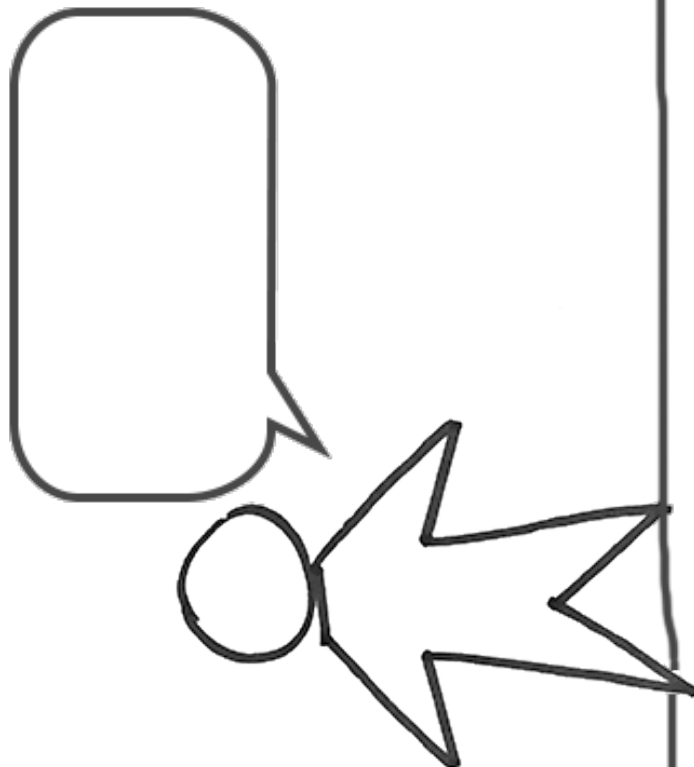
---

☐ PRIMARY

Persona Type/Role

---

Persona Name



Persona Name

Persona Type/Role

☐ PRIMARY

☐ User ☐ Customer ☐ Influencer

☐ Early Adopter

## Personality/Demographics

What characteristics do they have? Age? What do they do for a living? Skillsets? (Computer skills, language skills etc.)? Early adopter? Income level?

## Key Behaviors

Things the persona does ONLY related to the problem you identified. If you are designing a ticket site, you don't care that this person spends an hour a day doing yoga.

## Needs & Frustrations

What things does this person worry about that your product could help with? What is keeping this person up at night that your product or service may be the answer for?

## Goals

Things the persona wants, ONLY related to the problem you identified.