☐ User   ☐ Customer   ☐ Influencer   ☐ Early Adopter

Personality/Demographics

What characteristics do they have?

How old are they?

Where are they from?

What do they do for a living?

Where do they work?

What are their skillsets? (Computer skills, language skills etc.)?

Are they early adopters of technology?

Key Behaviors

Things the persona does ONLY related to the problem you identified. If you are re-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, again ONLY related to the problem you identified.