

Item	Description
Name	Concrete name of the persona
Picture	Concrete picture of the persona (can be taken from internal photo database)
Role	Role of the persona
Tagline	One sentence conclusion that represents the personas personality
Demographic data	Age, job position
Core characteristics	Core characteristics that helps to construct the personas personality
Core goals	Core goals of the persona to be accomplished
Typical challenges	Typical challenges of the persona while trying to achieve the core goals during work
Singularities	Special characteristics of the persona that differentiates him/her from other employees
Working situation	General working context of the persona (stress level, shift duration, tasks, etc.)
Working place	Distribution of work locations (e.g. 30% office, 70% on the road)
Expertise	General expertise of the persona according to software, IT
Main tasks with the system support	Main tasks, the persona will have to perform with the system
Most important tasks	Most important tasks the persona has to perform with or without system support
Least important tasks	Least important tasks the persona has to perform with or without system support
Miscellaneous	Miscellaneous information that helps make the persona alive (e.g. persona is an enthusiastic hobby pilot)
Prospective concrete usage context	Information about the context in which your system will typically be used. This might include information about locations of the user, physical environment (e.g. day times, lightning conditions), computing environment (e.g. devices, network capacities) etc.

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