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| 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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| Core goals |  |
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| Working place |  |
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