Persona Template

How to Use This Guide: As a team, work together to follow these simple steps and fill out the template to create personas (fictionalized composites of your typical customers to help guide your team and keep your decisions customer-focused) for each of your user groups.

## Step 1: Perform User Research

User research methods include interviews, focus groups, and field visits.

## Step 2: Choose Personas

Review your users, and group them into similar categories. Then determine which user groups need to be represented with unique personas. Most commonly, one persona is created to represent each user group.

Example: If you are designing a health care application, you would create a persona for each type of individual using the application: nurses, doctors, administrative staff, and patients.

## Step 3: Assigns Traits to Personas

After conducting interviews with your key users, analyze the data, and for each user group identify the common frustrations, goals, and motivations. While you might be tempted to base your persona off of one standout interviewee, push your team to combine the traits of multiple interviewees when creating a Persona.

Fill out the template to build your Persona.

# Name: [Input Name]

Relevant Quote: “[Input Quote]”

Background Description

[Input Description Paragraph 1]

[Input Description Paragraph 2]

[ … ]

Frustrations

Frustration 1

Frustration 2

Frustration 3

[ … ]

Motivations

Motivation 1

Motivation 2

Motivation 3

[ … ]

Demographics

|  |  |
| --- | --- |
| **Gender:** | [Input Gender] |
| **Age:** | [Input Age] |
| **Location:** | [Input Location] |
| **Relationship Status:** | [Input Status] |
| **Title:** | [Input Title] |
| **Education:** | [Input Education] |

Goals

[Input Goal 1]

[Input Goal 2]

[Input Goal 3]

[ … ]

Previous Experience:

Previous Experience 1

Previous Experience 2

Previous Experience 3

[ … ]

Expectations:

Expectation 1

Expectation 2

Expectation 3

[ … ]