

Audience persona development worksheet

First, go broad.

Start by asking a broad, general question:

“Tell me everything you can about the audience. Who are they?”

Usually, the first responses to this statement will provide you with the most obvious insights. After jotting down the most obvious insights, scan the “Deeper Dive” list below.

Make sure to ask at least a few questions from the Deeper Dive list. While you may already have the answers to many of these questions by asking your broad question, a deeper dive will let you discover nuances that can help you build a more polished presentation.

Deeper Dive

Demographics

- Gender
- Age
- Marital status
- Number of children
- Nationality/ethnicity
- Geographic region
- Income level

Business Information

- What industry or company?
- What level? (student, intern, entry-level, mid-level, senior?)
- What field? (administrative, clerical, office, technical, artistic, industrial, athletic, etc.)

Entertainment/Information

- What media (TV shows, movies, magazines, newspapers, radio, social media, other)
- Biggest influencers?
- Business aspirations
- Care about the most?
- Care about the least?
- Common area of concern?

Day-in-the-life

- What does a workday look like?
- Dress? (casual, business casual, business formal)
- Eat and drink?
- How do they get to work?
- What does their work environment look like?
- What does their home look like?
- What do they do for fun?