**Template for Lab: Persona Development**

Use this template to develop a persona based on a given scenario. An example of a persona has also been shared below the template.

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| **Section** | **Details** |
| **Persona Name** | Provide a name that represents the persona, making it relatable and easy to reference. |
| **Role** | Specify the persona’s role within the organization, such as Product Owner, Project Manager, or Business Analyst. |
| **Experience** | Outline the persona’s years of experience and relevant background, including any specific expertise or methodologies they follow. |
| **Key Drivers** | Describe what motivates the persona, such as delivering value, solving problems, collaboration, or personal and professional goals. |
| **Key Skills** | List the critical skills that enable the persona to succeed in their role, including both technical and interpersonal abilities. |
| **Primary Stakeholders** | Identify the key individuals or groups the persona interacts with regularly, such as team members, leadership, or external partners. |
| **Role Overview** | Provide a high-level summary of the persona’s role, including their primary purpose and contribution to the organization. |
| **Key Tasks** | Enumerate the main responsibilities the persona undertakes to fulfill their role, focusing on daily activities and strategic efforts. |
| **Goals** | Outline the persona’s short-term and long-term objectives, linking them to measurable outcomes or broader organizational priorities. |
| **Challenges** | Highlight obstacles the persona faces in their role, including internal barriers, external pressures, or conflicting priorities. |