

User persona



Name:

Occupation or descriptive title:

Location:

Age:

Education:

- Who are your users? What do they do? How do they feel about their job?
- Which digital canals are they using to get their news? When and how often?
- How do they spend their time outside of their work? What is their family or relationship status? What does their week look like? How would your product fit in their weekly schedule?
- What problem do they face? How often do they face the problem? When?
- How much solving the problem is important for them? Does it solve a need, ease the pain, or make them feel good? How does it improve their life?
- How much do they make? How much are they willing to pay for solving the problem?
- What thoughts go through their mind before making the decision to buy the product? What is their trigger to buy the product?
- How do they currently solve the problem? How satisfied are they with the existing solutions? What didn't they like about the existing solutions?