User Personas:

User personas allow the company to focus on who they are developing the product/service for

What do they include?

* A name/photo
* Demographic information
* Goals/needs
* Preferences
* Other relevant information

Traditional is better but costs more budget

Leon UX is less detailed but better for a lower budget

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name** | **Age** | **Gender** | **City** | **Income** | **Occupation** | **Interests** |
| David | 23 | Male | London | £26,414 | Sales | Skateboarding |
| Emma | 35 | Female | Manchester | £38,364 | Deputy Manager | Gardening |
| John | 67 | Male | Bell | £43,100 | Retired | Making cheese |