

Persona's Biographic Background

Name	
Photo	
Geographic profile	Can be useful if the product will be used in specific regions. May also be useful for providing non-essential details that help humanize personas.
World region or country	For example: North America, United States, etc. – Mostly useful for when multiple countries or regions need to be served by the product.
Country region	Pacific Coast, Midwest – This and the next two factors may be useful in understanding cultural factors, how users live their lives
City/metropolitan size	Under 5,000, 5,000-20,000, 20,000-50,000, 50,000-100,000, 100,000-250,000, 250,000-500,000, 500,000-1 million, 1 million-4 million, more than 4 million
Urbanicity	Urban, suburban, rural
Climate	Sunbelt vs. Snowbelt, etc.
Demographic profile	These are normally only relevant for consumer-oriented products and irrelevant for internal corporate productivity tools. These use standard marketing segments (which typically imply a range of other aspects). However, they can be useful in giving a persona personality.
Age	It's best to get them an exact age, but useful standard marketing segments are: Under 6, 6-11, 12-19, 20-34, 35-49, 50-64, Over 65
Gender	Male, female
Family size	1-2, 3-4, more than 5
Family lifecycle stage	Young, middle-aged, older, single/married/divorced, with/without children/without children under 18, etc.
Income	Under \$10,000; \$10,000-20,000, \$20,000-30,000, \$30,000-50,000, \$50,000-100,000, \$100,000 and over
Housing type	Apartment, condo/townhouse, single-family home; renter vs. owner
Occupation	Professional and technical, managers, officials, proprietors, clerical, sales, craftspeople, supervisors, farmers, retired, students, homemakers, unemployed, etc. If you're matching a persona to a occupational segment, give the persona a <i>specific</i> job that's reflective of the segment. (Personas should <i>always</i> be concrete and specific.) Note: The user's role – separate from occupation or job title – is often important and will be discussed later.
Education	Grade school or less, some high school, high school graduate, some college, college graduate, post-graduate. This can have important implication for the level of information presented.
Religion	May need to be aware of religious sensitivities
Race/Ethnicity	Both this and nationality may affect the style of communication, presentation issues (such as implied meanings of colors, etc.) and other cultural sensitivities.
Nationality	
Psychographics	Based on social class, lifestyle or personality characteristics. People in the same demographic groups can have extremely different psychographic makeups.
Social class	Not determined by a single factor, such as income, but a combination of factors, including wealth, occupation, income, education, etc. Rough estimates of U.S. population: Lower lowers – 7% lowers – On welfare or have "the dirtiest" jobs, visibly poverty-stricken. Upper lowers – 9% – Working but just above poverty level. Working class – 38% – Those who lead a "working-class lifestyle" regardless of income, education or job. Middle class – 32% – Average-pay white- and blue-collar workers who live on "the better side of town." Upper middle class – 12% – Typically careerists, possessing neither family status nor unusual wealth. Lower uppers – 2% – Typically the nouveau riche who possess wealth through exceptional ability in their profession or business. Upper uppers – <1% – "Old money" social elite.
Social group status	Aspirational models, influencers, wanna-bes, part of the crowd, social outcasts, etc.
Social network role	Often more useful for internal applications, this looks at the "it's not what you know, it's who you know" factor. Is your persona a: Central connector – Links most people in an informal network, the classic go-to person. Boundary spanner – Roving ambassadors who serve as a groups eyes and ears to the wider world. Information broker – People who connect the various subnetworks, who may not have as many direct connections, but are lynchpins to the network. Peripheral specialist – Person whose expertise plays a vital role, but who operates on the periphery of the network.
Personality and self-image	Compulsive, gregarious, authoritarian, etc.
Beliefs	Descriptive thoughts someone holds about something, which may be based on real knowledge, opinion, or faith. May or may not carry an emotional charge. Focus on beliefs relevant to the product and its usage.
Attitudes	Consistent favorable/unfavorable evaluations, feelings or tendencies toward an object or ideas. For example: "Always buy the best." Focus on

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Taken from:

Persona Creation and Usage Toolkit

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http://www.interactionbydesign.com/presentations/olsen_persona_toolkit.pdf