Persona

**When to use**

The purpose of personas is to provide a reliable representation of your key audience segments for reference. The included questions and areas of discussion will help you construct a “picture” of the visitors to your site.​

**Benefits**

**Challenges**

**Tips**

For any given project, it is advisable to limit yourself to the main audiences for the site, and only 3 or 4 of them at best. The more personas you have the more granular the population you are working toward supporting. It is better to paint with a broad brush and meet the needs of the larger populations than try to meet the needs of everyone.

**Questions to ask during personal development**

1. **Define the purpose/vision for the site**
   * What is the purpose of the site?
   * What are the goals of the site?
2. **Describe the user**

**Personal**

* + What is the age of your person?
  + What is the gender of your person?
  + What is the highest level of education this person has received?

**Professional**

* + How much work experience does your person have?
  + What is your person's professional background?
  + Why will they come to the site?  (User needs, interests, and goals)
  + Where (or from whom) else is this person getting information about your issue or similar programs or services?
  + When and where will users access the site?  (User environment and context)

**Technical**

* + What technological devices does your person use on a regular basis?
  + What software and/or applications does your person use on a regular basis?
  + Through what technological device does your user primarily access the web for information?
  + How much time does your person spend browsing the web every day?​​

1. **User motivation**
   * What is your person motivated by?
   * What are they looking for?
   * What is your person looking to do?
   * What are his needs?