

Persona

DEPARTMENT 22*

This template helps you characterise your user and understand their needs

Meet...

Time to sketch (or add photo)



Name:

Jessy

Age:

32

Where do they live?

Kew Gardens

Who do they live with?

2 cats

What roles do they perform?

Designer

Their day-to-day life

Someone who knows them might describe them as...

Dynamic, outgoing, friendly, open-minded

Things they enjoy in their day-to-day life might include...

pets caring, yoga, jogging, daydream in parks

Things that frustrate them include...

Rude people, being unorganised, mess

Their preferred way of engaging with service providers
[mark all that apply]:

Phone

Website

Face-to-face

Text

Email

At home

Provider's premises

Print

Them, your organisation and its products & services

Why are they a good candidate to be a user of your services?

Travel lover. Hates uncertainty. Wants everything to go as planned. Happy to meet new people.

Where might they go for a similar service if not to your organisation?

Random local exchange where available
Friends.

What barriers or challenges might prevent them from engaging with you?

Safety or security
Knowing our service

What moments in their lives create opportunities for you to engage them?

Panic situations upon arrival:
- no cash for the taxi to go to the hotel

What else is important to know about this person?

Their punctuality
Criminal background