PERSONA

■ A persona is an archetype of a user group derived from combining attributes of real users to form a fictitious character to be used as inspiration in the design process.

■ Use this template to bring to life the drivers and needs of specific user groups to help you answer the question: 'Who am I designing for?'

1 GATHER INSPIRATION

■ Collect inspiration for your persona by conducting research, interviews and observing multiple real users.

2 BRING THE CHARACTER TO LIFE

■ Craft the first draft of your persona below. Then iterate once feedback is received to validate any assumptions you have made.

PICTURE

NAME & DESCRIPTION

Talk about your persona and what makes them special. This can include demographic information, hobbies, tech...

Name: Rajesh Sharma
Age: 38
Location: Mumbai, India
Education: Diploma in Civil Engineering
Occupation: Construction Site Supervisor
Experience: 12 years in the construction industry
Marital Status: Married with two children

MEMORABLE QUOTES

■ "Timely project completion is my top priority."
■ "Managing workers and resources efficiently is the biggest challenge on-site."

GOALS

What does this person want to accomplish?

Ensure timely completion of construction projects
Maintain safety and quality standards on-site
Improve communication between workers, engineers, and management
Reduce material wastage and optimize resources
Stay updated with the latest construction technologies

CHALLENGES

What challenges do they face accomplishing their goal?

Difficulty in tracking real-time worker productivity
Inefficient communication with upper management and labor teams
Frequent material shortages and delays affecting project timelines
Limited knowledge of using complex digital tools for site management
High-pressure environment with tight deadlines

VALUE

What matters most to them in life?

■ Efficiency and cost-effectiveness in site management
■ Quick and easy access to real-time project updates