

PROTO-PERSONA

NAME, FACE, &  
QUOTES

Name and a drawing or photo of your persona.  
Include a quote.

DEMOGRAPHICS

Pick an identity and list details of your persona.

BEHAVIORS

Observations on what people are currently “Doing”

NEEDS & GOALS

Based on your interviews, identify needs & goals.

User Stories

As a [persona], I want [some action], so that [outcome].

Job Stories (Optional)

When [context or situation], I want to [motivation], so I can [expected outcome].

PROBLEM & HYPOTHESIS STATEMENT

Problem Statement

[The name of your proto-persona] needs a way to [user’s need] because [insight].

Hypothesis Statement

We believe that by [doing this / building this feature / creating this experience] for [the name of your proto-persona], we will achieve [this outcome].