Persona Worksheet

Personas are simply a collection of attributes, behaviors, and attitudes that describe a major group of people.

This worksheet will help you and your team create a “picture” of the people that will use your digital product or service. You won’t be able to create personas for every single group that uses your service, so it’s better to identify the main groups that will likely use your service or product. Persona creation helps your team bring to life the major groups that will use your product and service and are a way to talk about project goals and requirements from the point of view of your customers.

*It is important to note that real data is used to create personas, and as your project takes shape and progresses, you will want to revisit your personas and update them as you learn more. Personas can be living documents that are updated as you learn more.*

Steps

1. Bring your team together and brainstorm answers and ideas to the following questions:
   1. Who are the customers?
   2. What assumptions do you hold about your customers?
   3. What goals do these customers have?
   4. What barriers do these customers face?
2. Look for overlaps in what you identified to the above. For example: you may ask yourself are there commonalities in barriers that you identified? Why is that?
3. Use the worksheet on the next page to help you structure all your ideas and assumptions into a persona. For each persona that you develop, you’ll want to use a separate template.

Example persona creation

|  |  |
| --- | --- |
| Title | <For example, a persona may be “The local government grantee”> |
| Role | <What does persona do or their major responsibilities?> |
| Goals  &  Tasks | <What does this persona want to accomplish and what are steps to doing that?> |
| Challenges &  Barriers | <What will potentially stop this persona from achieving their goal? What barriers exist now that we should remove or develop new solutions?> |
| Further Questions  ? | <What else do you need to find out about this persona? How would you do that?> |