User Persona

While creating my persona. I decided to go with a photo of my brother (1). He is an exact representation of the user I need for my project. In the (2)nd section I proceed to give more details about the persona regarding personal info. The (3)rd section is reserved for the goals of the persona. This way I can relate to what is the main goals of the user that will help me while creating my solution.

In the (4)th section I proceed the needs of the user or what he would like to be able to do on my online magazine. This section will help me shape the content of my website. (5)th section is the part where I write about the frustrations that the persona face as a user of online magazine this will help me to know what can I do to make my website a smooth experience for him. (6)th section is the business objectives, or what I want from the user to do on my website. (7)th section is the online behavior of the user, or what kind of device he uses to search the web and which social media he uses.