Anyway, I’m happy to help you out with this persona project!

Here are some Dropbox links to persona diagrams I’ve created in past agency roles. Don’t worry, none of them are proprietary. In fact, the data is certainly outdated. I conducted the grand majority of the research behind them. I worked with a member of the UX team and a designer to bring the personas and their data to life. You’ll find that some are fairly simple while some are more complex. The detail fully depended on the project timeline, budget, and priority (per usual).

[Northwestern Medicine](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.dropbox.com_sh_733t5vlfih01h5s_AAAV0H0ugOPyCL8Z71zAm6Ela-3Fdl-3D0&d=DwMFaQ&c=yHlS04HhBraes5BQ9ueu5zKhE7rtNXt_d012z2PA6ws&r=VtTGGPTZPlXRYAPf4VejxlaRWBNazq7xsFZBqcebxL8&m=Pm9c0lbooxSqpoFHaM-q_Lj2AA4YUAtzayncV-4a63k&s=_zecHmXbMnj4syWA-GWRcqWIXrlkx7SAAQPk8HZgb64&e=)

[Artisan Partners (financial services)](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.dropbox.com_sh_cbm1s1mhmp1c6qz_AAAWc2Nqy1adrJsqggoJKKS5a-3Fdl-3D0&d=DwMFaQ&c=yHlS04HhBraes5BQ9ueu5zKhE7rtNXt_d012z2PA6ws&r=VtTGGPTZPlXRYAPf4VejxlaRWBNazq7xsFZBqcebxL8&m=Pm9c0lbooxSqpoFHaM-q_Lj2AA4YUAtzayncV-4a63k&s=M8PzsFiS26E5dk00_egq-UeTvB4ch94F1O973UtXmfU&e=)

[Generac Power Systems](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.dropbox.com_sh_nyfmhrbyif5appq_AAC3aUhmZNzYDX42mQRCkZ1qa-3Fdl-3D0&d=DwMFaQ&c=yHlS04HhBraes5BQ9ueu5zKhE7rtNXt_d012z2PA6ws&r=VtTGGPTZPlXRYAPf4VejxlaRWBNazq7xsFZBqcebxL8&m=Pm9c0lbooxSqpoFHaM-q_Lj2AA4YUAtzayncV-4a63k&s=42X9NauCTktgaTAxH6yE1iNs-QZr_Z2QHtxchhQ784Y&e=)

Tons of research went into each and every one of these. I found these methods to be the most valuable when it came to collecting sound, valid data:

* Interviews (Try everything you can to get someone in-person, or at least hear their voice. Internet-based surveys do not yield the most honest or comprehensive answers, from my own experience.)
* Surveys (Make them as short and as simple as possible. Be sure to follow survey best practices or people will become bored or frustrated and just start clicking. Again… I’ve experienced this and have ended up with annoyingly skewed or false data.)
* Secondary research from the good ol’ World Wide Web (consumer behavior, trends, industry trade pubs, etc.)

At the end of the day, personas should be a snapshot bio of an archetype who best represents a human being who falls within your target audience set. Easier said than done, but I have always found them to be invaluable. They drive every aspect from copywriting to creative direction to user experience to the devices on which brands promote their products and services.