Personas: The Ultimate Template

Great design isn't just about creativity—it's about truly understanding people. That's where personas come in. These research-based, fictional user profiles help you ditch the guesswork and design with real needs in mind. Without them, teams risk building for themselves instead of their users. With them, you stay focused, avoid feature bloat, and create experiences that truly resonate.

How To Use This Template

This template contains three sections:

- An explanation of each section of the template.
- An example persona.
- The persona template.

Read through the explanations first, then use your research to fill out the template. Refer back to the example whenever you need inspiration!

Ready to make design decisions that stick? Let's go!

Persona Template: Explanation

Photo

A realistic image that represents your persona within the problem domain. If possible, use a photo sourced from user research rather than stock images. You may also use an AI image generator if the result is realistic.

Demographics

Personas are individuals, not averages. Use a specific name, age, and gender to create a concrete identity. Include other details only if they impact how the persona interacts with your product, for example occupation, marital status, location, and other traits.

Roles

Describe the roles the persona takes on as they engage with your product. For example customer, passenger, or hotel guest. Roles clarify their responsibilities, influence, and expectations within the user journey.

Context and Obstacles Faced

Describe the key challenges your persona encounters related to your problem domain. These could be usability issues, environmental constraints, or emotional barriers.

How Will He/She Interact With Your Product/Service?

Outline the context of use—when, where, and how your persona will use your product. Consider their environment, device usage, time constraints, and any external factors that influence their interaction.

Questions He/She Will Ask

What are the primary concerns or uncertainties your persona has when engaging with your product? These could be usability-related, feature-specific, or decision-making questions.

Influences

List the sources that shape the persona's decisions —for example, social circles, online reviews, brand trust, industry standards, or personal experience.

Goals

What does the persona want to achieve? Goals should focus on user needs rather than product features. Identify both short-term and long-term objectives.

Behaviors

How does the persona currently approach tasks related to your problem domain? Consider their habits, workflows, decision-making process, and level of expertise.

Motivations

What drives your persona to act? These could be personal aspirations, pain points they want to overcome, or external pressures such as work requirements or social expectations.

Stories of Use

Describe short, specific scenarios that illustrate how the persona interacts within your problem domain in real-life situations. These should be based on actual user research and highlight key behaviors, pain points, and moments of success.

Persona Template: Example

Rowan

Age	31
Gender	Male
Occupation	Designer
Marital Status	In a relationship
Location	Kiev, Ukraine

Roles

- In-store customer
- Online customer
- Shopping delivery recipient

Context and Obstacles Faced

- Rowan and his partner prefer in-person supermarket shopping but occasionally use online grocery services for convenience. However, online shopping presents obstacles.
- He dislikes buying fresh meat online because he wants to see the quality before purchasing.
- Online orders sometimes lead to inconsistencies, such as missing notifications or unexpected calls from the supermarket.

Influences

Promotions & Discounts: Heavily influenced by supermarket newsletters for special offers.

Shopping Convenience: Online grocery shopping is used mainly to save time, not as a primary habit.

Quality Concerns: Prefers in-store shopping for fresh meats and certain brands due to concerns over quality.

Past Experiences: Reluctant to rely entirely on online shopping due to occasional issues with missing items or unwanted replacements.

Goals

- Ensure that food quality meets his and his partner's expectations.
- Make shopping as hassle-free as possible while staying within their usual spending range.

Behaviors

- **Planning:** Builds up a shopping list throughout the week.
- **In-Store Preferences:** Prefers physical shopping for most items and dislikes self-checkout.

Motivations

- **Efficiency:** Wants to complete shopping trips quickly and effectively.
- **Quality:** Prefers in-store shopping for meat and fresh produce to ensure better quality.

Stories of Use

- Rowan wants to complete his weekly grocery shopping efficiently in-store, so that he can buy the ingredients he needs while avoiding unnecessary delays at checkout.
- Rowan wants to use online grocery shopping when he is too busy to visit the store, so that he can save time while still getting the products he needs.
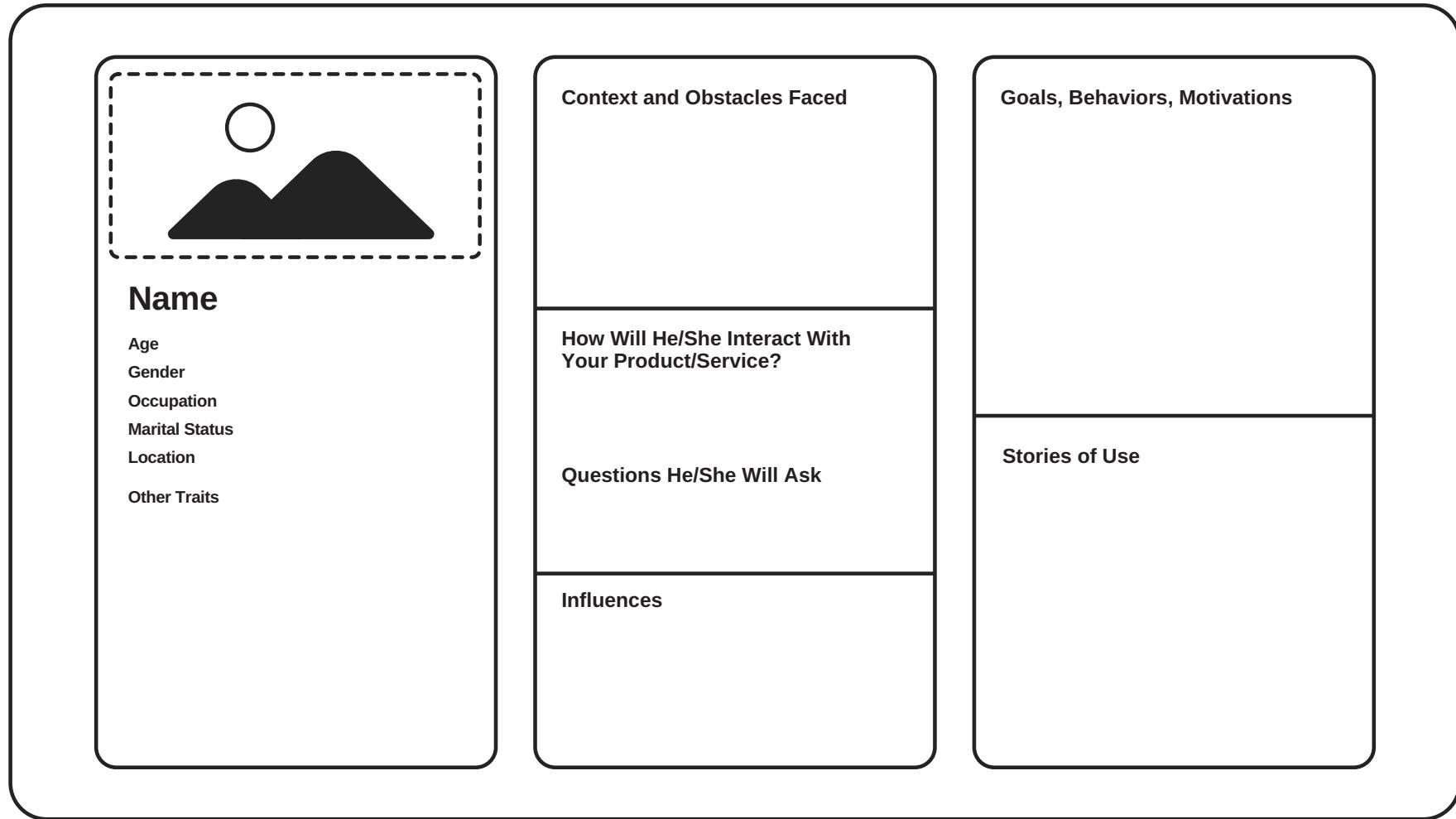
Persona Template: Template

Name

Age

Gender

Occupation

Marital Status

Location

Other Traits

Context and Obstacles Faced

How Will He/She Interact With Your Product/Service?

Questions He/She Will Ask

Influences

Goals, Behaviors, Motivations

Stories of Use

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Do You Want to Learn More?

Learn how to use this template to its full potential in our online course **Personas and User Research: Design Products and Services People Need and Want.** Sign up for it today and learn how to create effective personas from scratch if you're not already enrolled.

Personas and User Research: Design Products and Services People Need and Want

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◼◻◻ **Beginner Course**

In this course, you will:

- **Get excited** to create products and services people actually love—**without the guesswork**. Expanding requirements cause **47% of projects** to overspend, launch late, or fail altogether. When you design for a persona, you get focus on what truly matters and **solve the real problems** people have. Fewer problems, more smiles—**more smiles, more profit**.

- **Make yourself invaluable** when you can transform raw research into **powerful personas** that turn ideas into user-centered solutions that **smash business goals**. AI can't replace these timeless, human-centered skills, and you will **become the go-to expert** on your team who can help customers **get what they truly want**.

- **Gain confidence and credibility** as you learn the simple step-by-step method to create effective personas—complete with templates that **turn knowledge into real-world results**. Get to grips with observations, triangulation, and grounded theory, distill your findings with affinity diagrams, and pour it all into **personas that work**. Access real user research in the optional **course project**, and bring your new skills to life with a portfolio piece that'll open up **exciting and fulfilling career opportunities**.
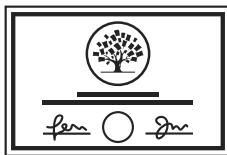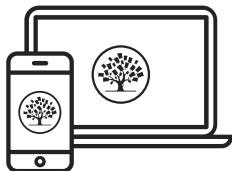
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