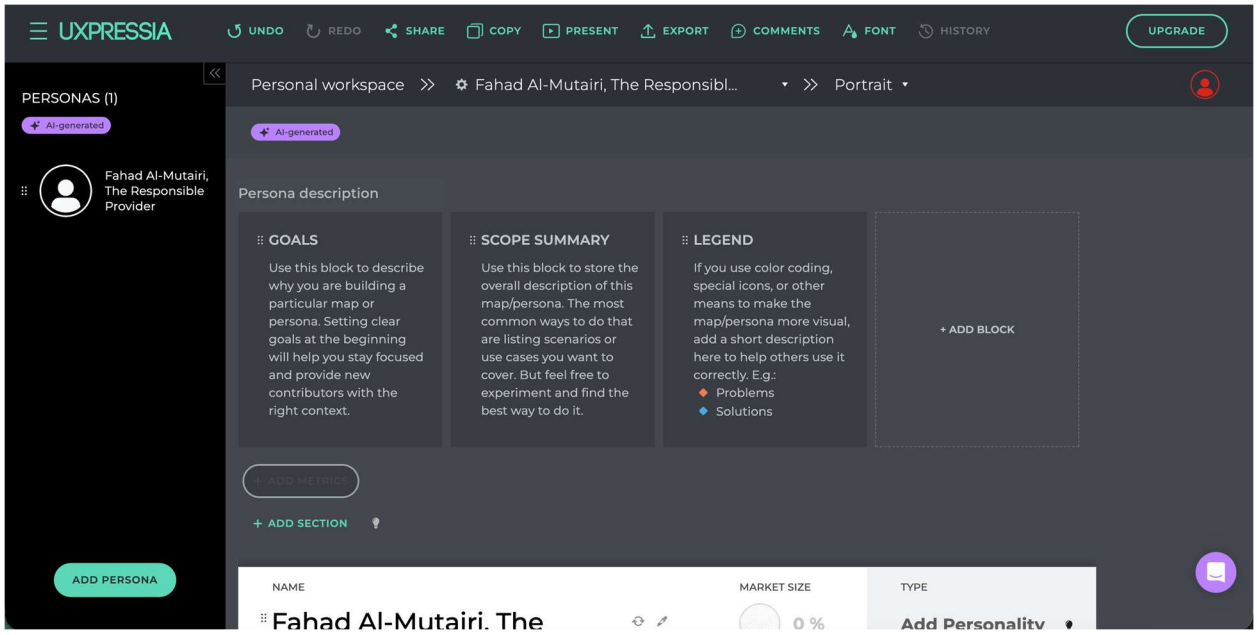
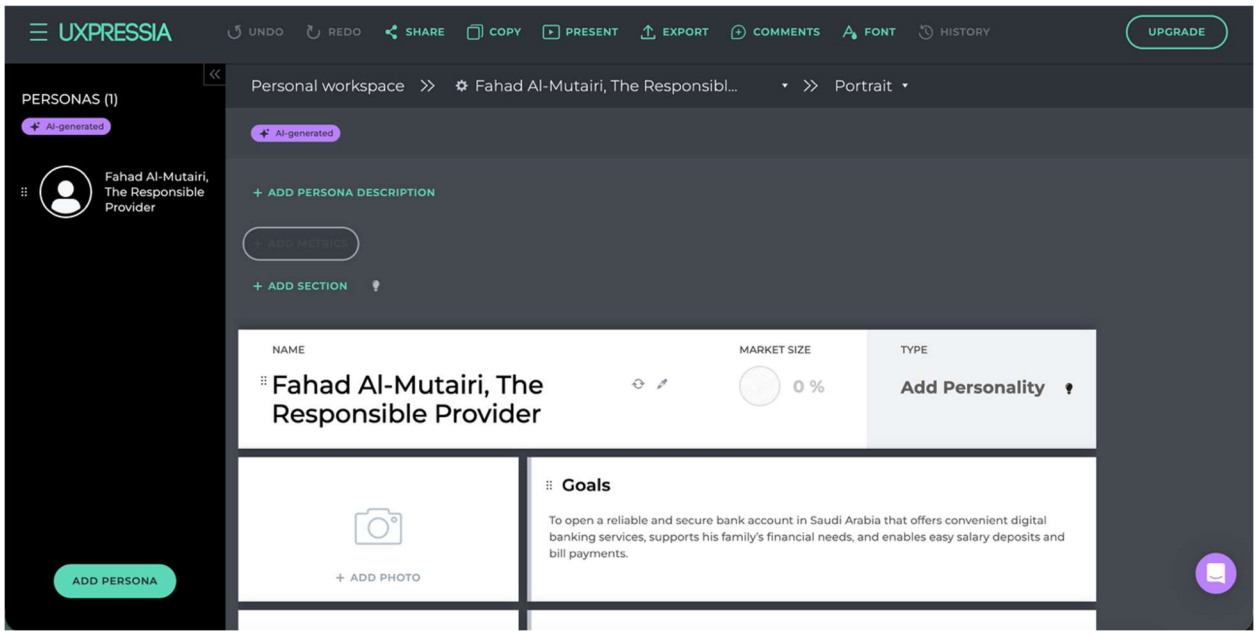




1.1 Persona Name

Purpose:
Identifies the persona uniquely within a workspace/project.

Field Type:

- Text (editable inline)

Behavior:

- Editable on click
- Supports manual entry or AI-based name generation
- Updates instantly across navigation panels

1.2 Persona Tag / Label

Example:
The Responsible Provider

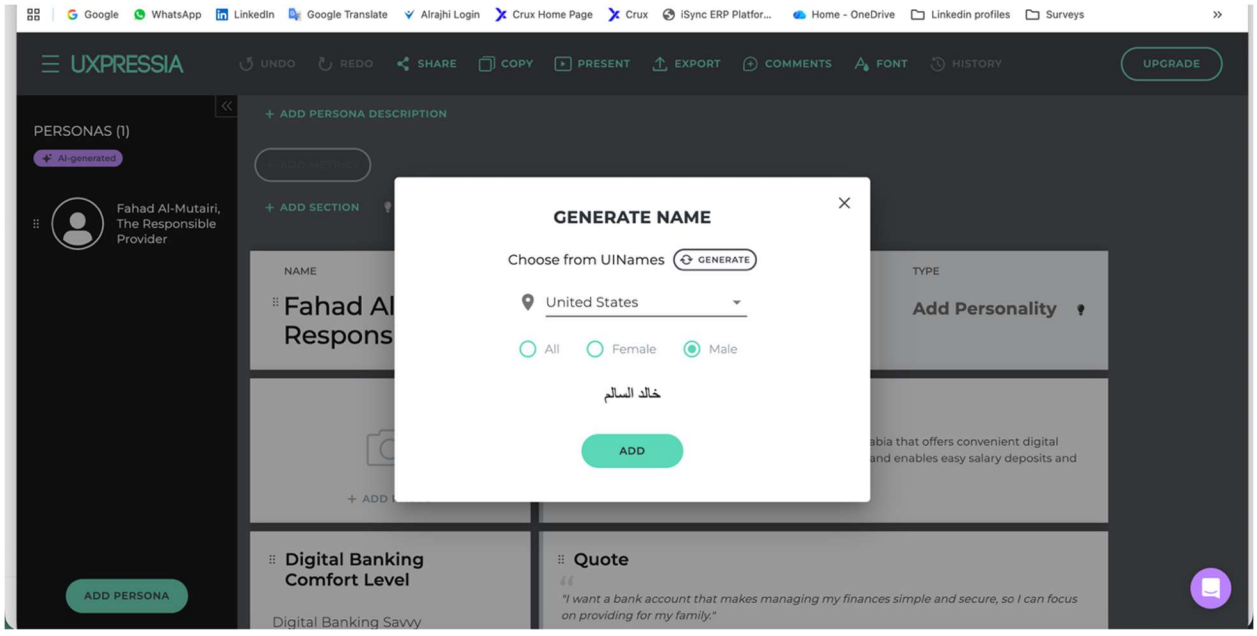
Purpose:
Summarizes the persona archetype or behavioral role.

Field Type:

- Short text / subtitle

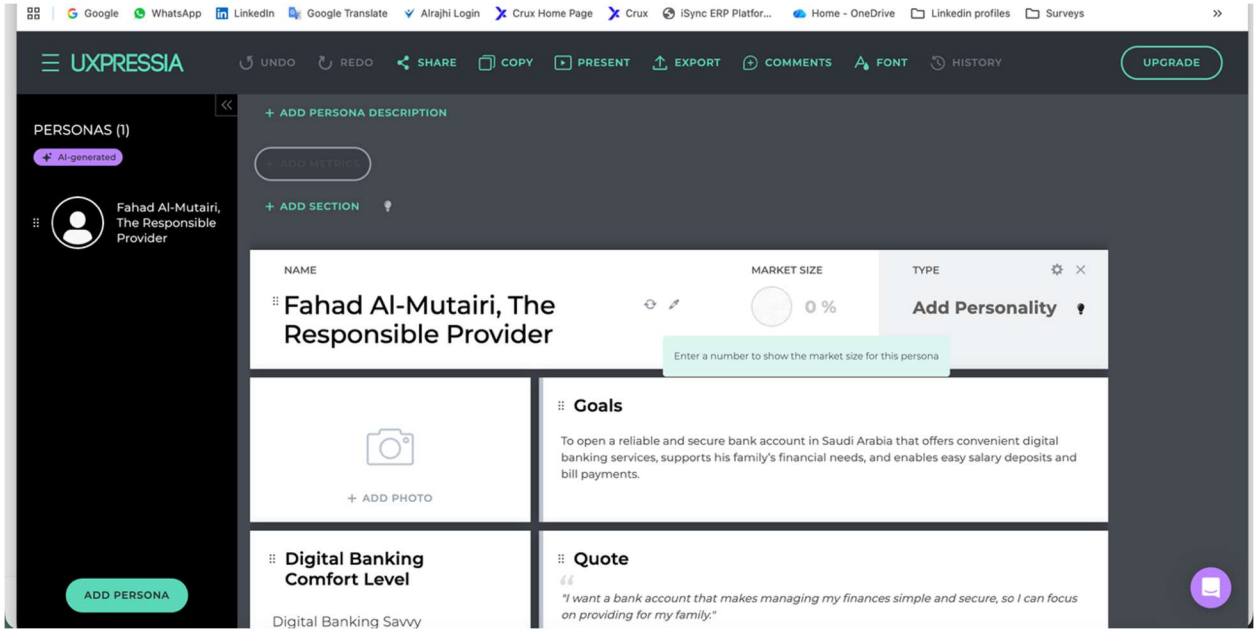
Usage:

- Used for segmentation, filtering, and storytelling
- Displayed alongside persona name



Optional Controls:

- Regenerate name (AI)
- Localization support (e.g., Arabic names)



1.3 Market Size (%)

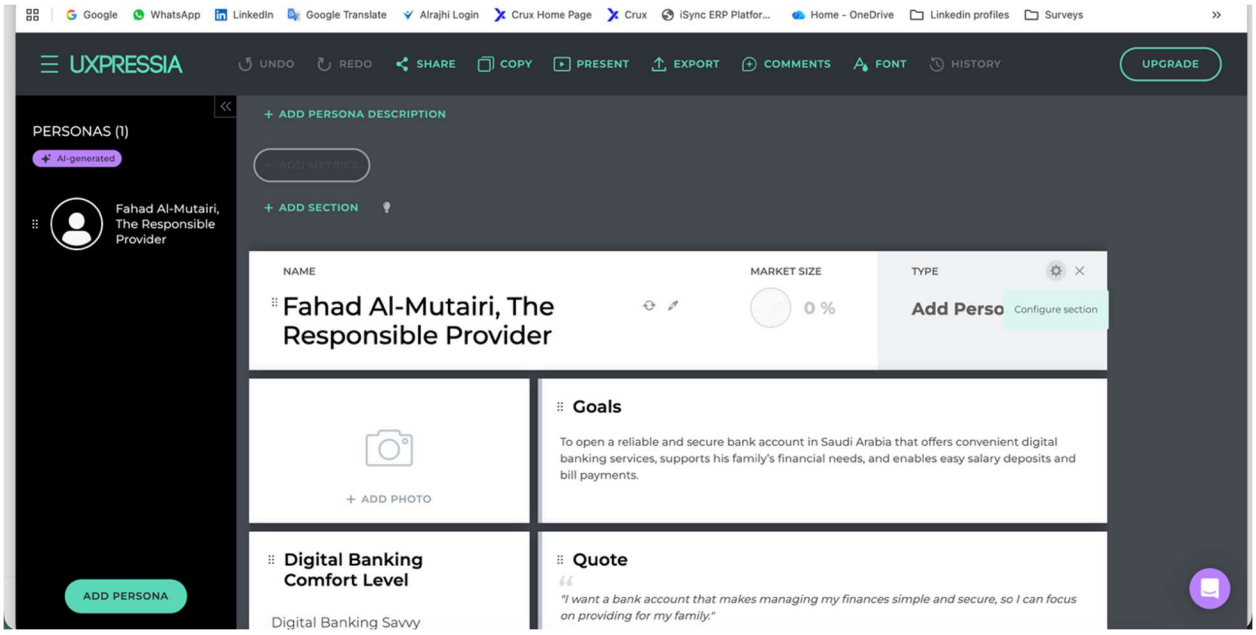
Purpose:
Represents estimated proportion of users/customers that this persona represents.

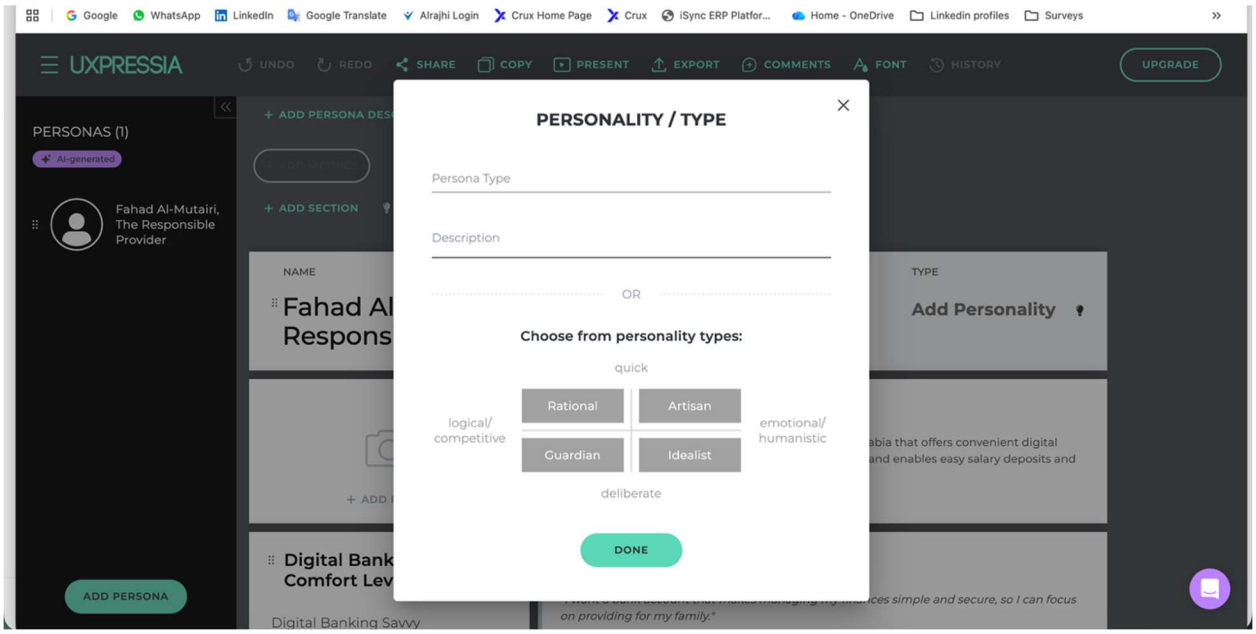
Field Type:

- Numeric percentage (0–100%)

Behavior:

- Optional field
- Tooltip guidance (“Enter a number to show market size”)
- Visualized as a circular progress indicator





1.4 Persona Type / Personality

Purpose:
Classifies persona based on behavioral decision style.

Options (example taxonomy):

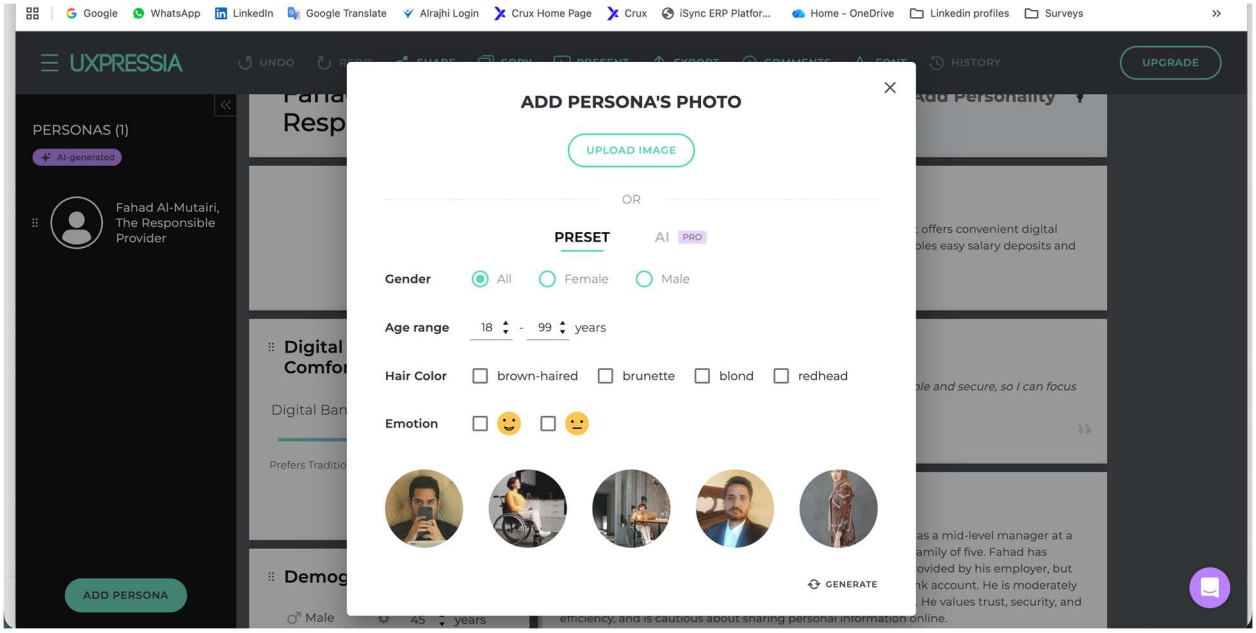
- Rational
- Guardian
- Artisan
- Idealist

Field Type:

- Single-select predefined categories
- Optional custom text + description

Usage:

- Used by UX, product, and CX teams to infer decision-making patterns



2. Persona Visual Identity

2.1 Persona Photo

Purpose:
Humanizes the persona visually.

Input Options:

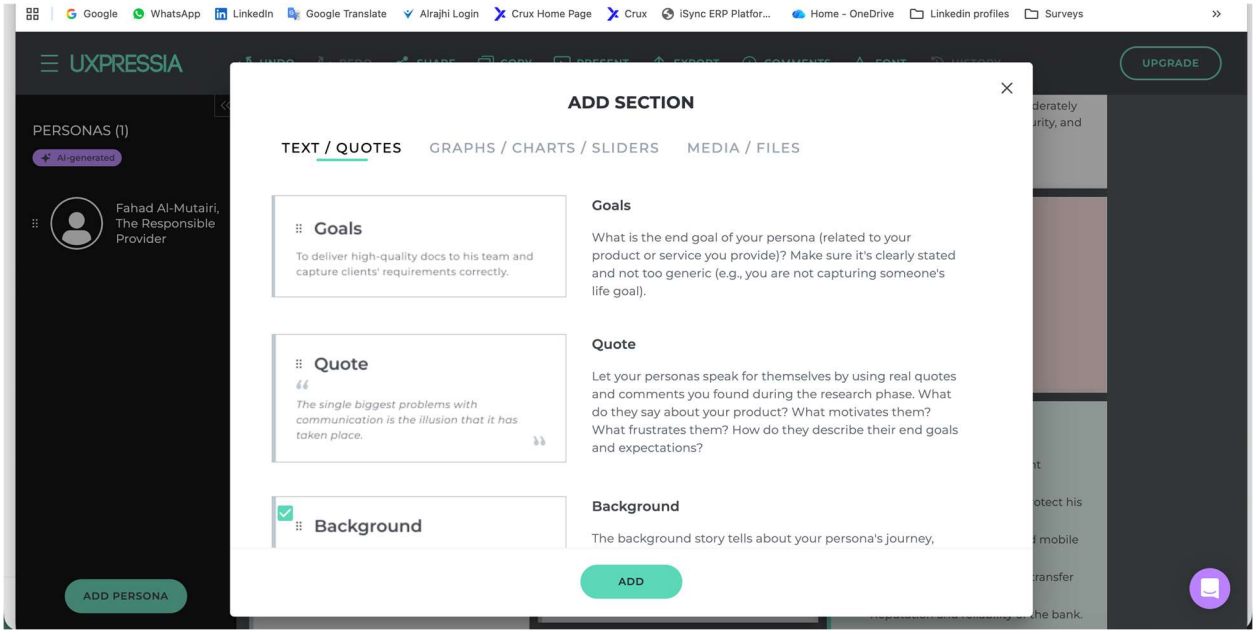
- Upload custom image
- Choose from preset stock avatars
- AI-generated avatar (optional)

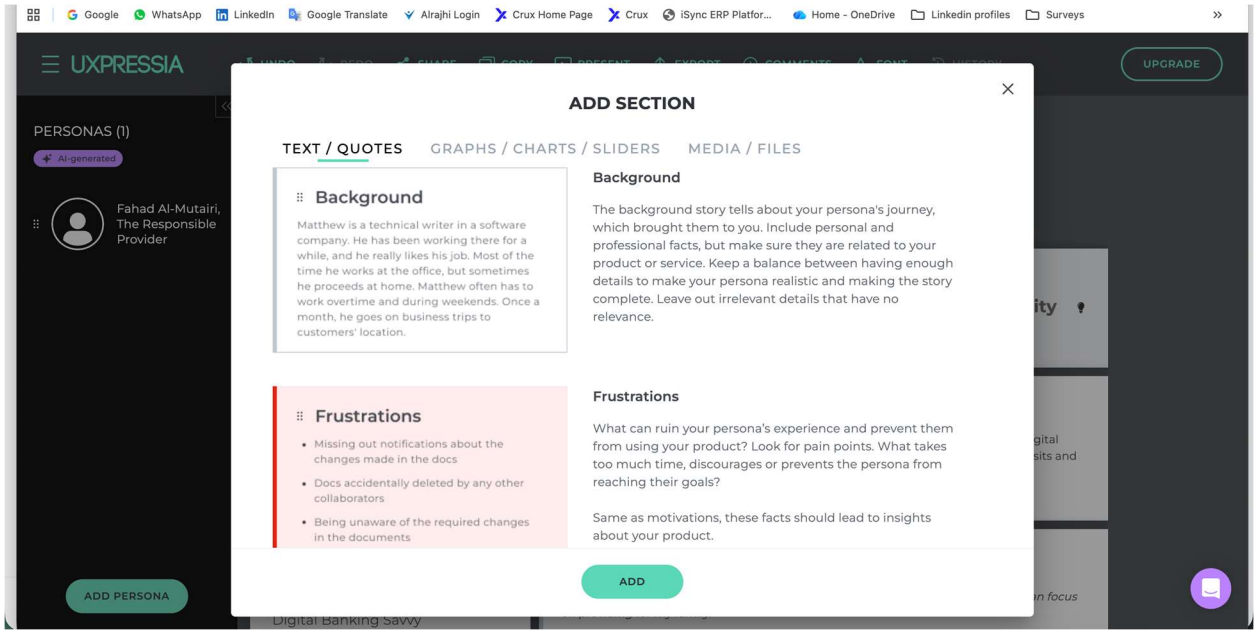
Controls:

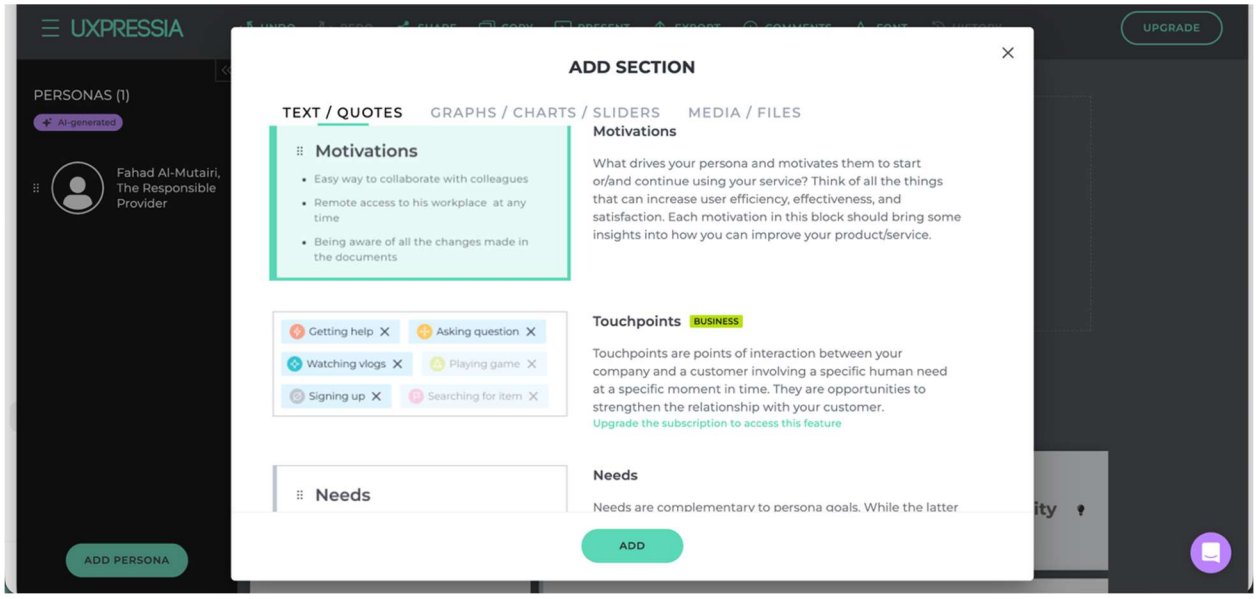
- Gender filter
- Age range
- Emotion (neutral / happy / serious)
- Regenerate avatar

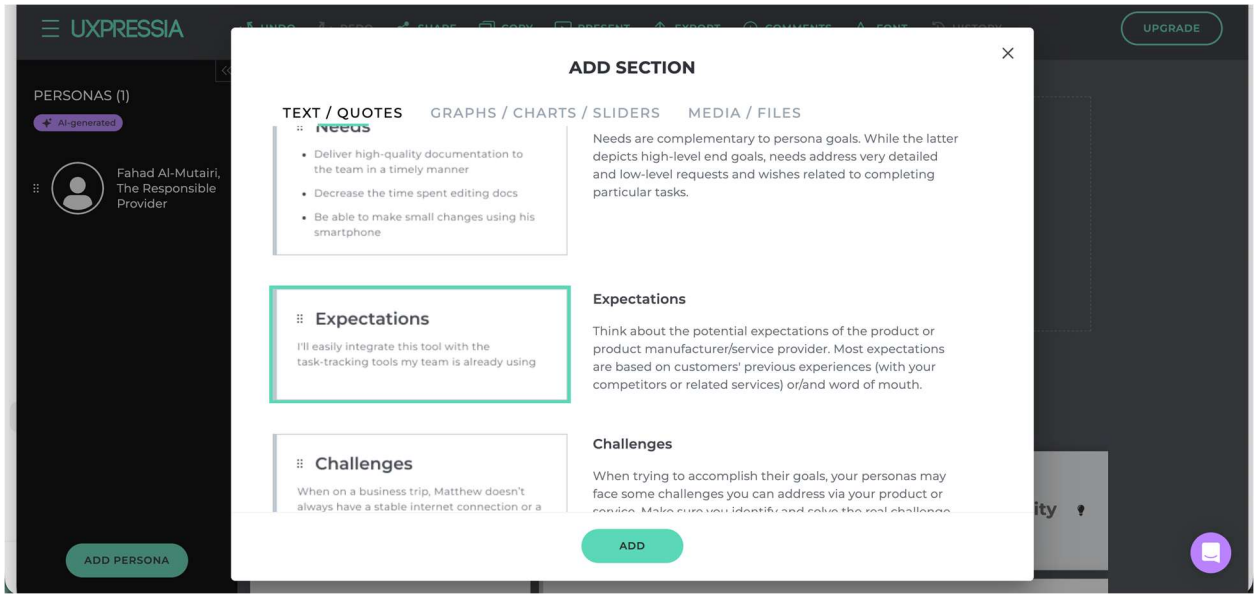
Validation:

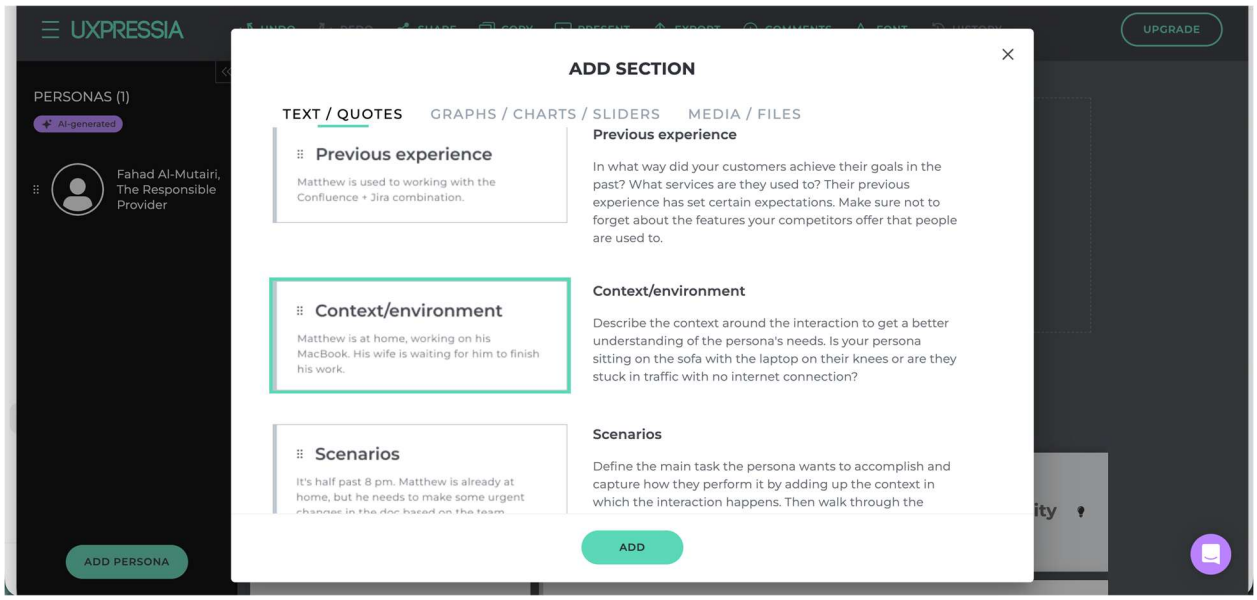
- Image size & format constraints
- Non-identifiable, representative imagery only

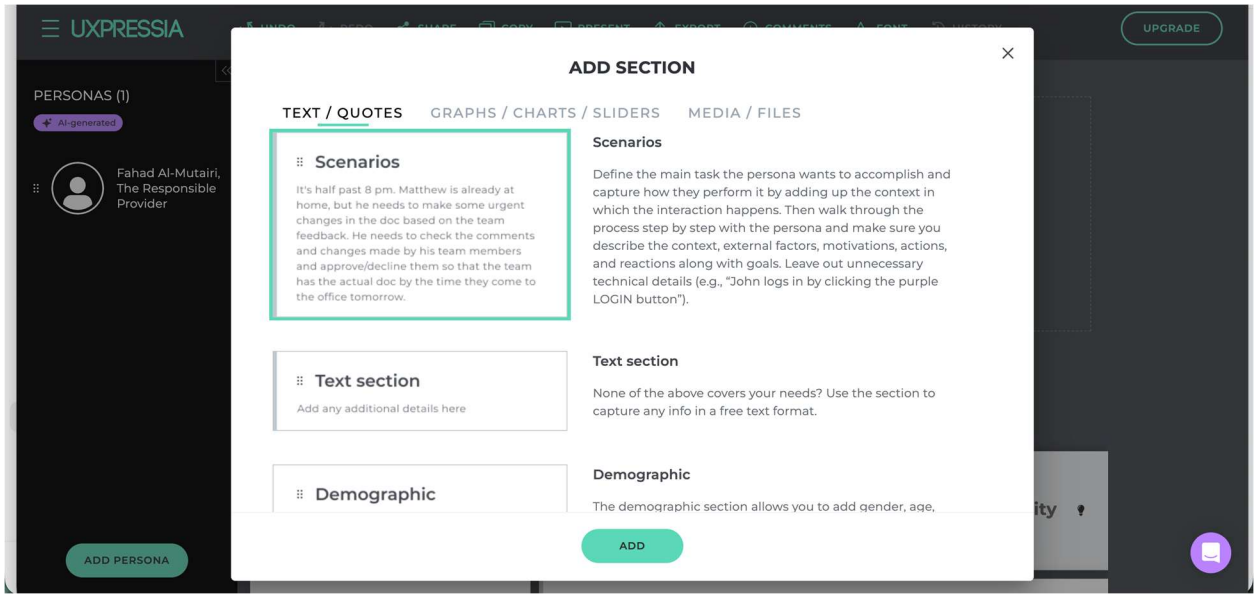


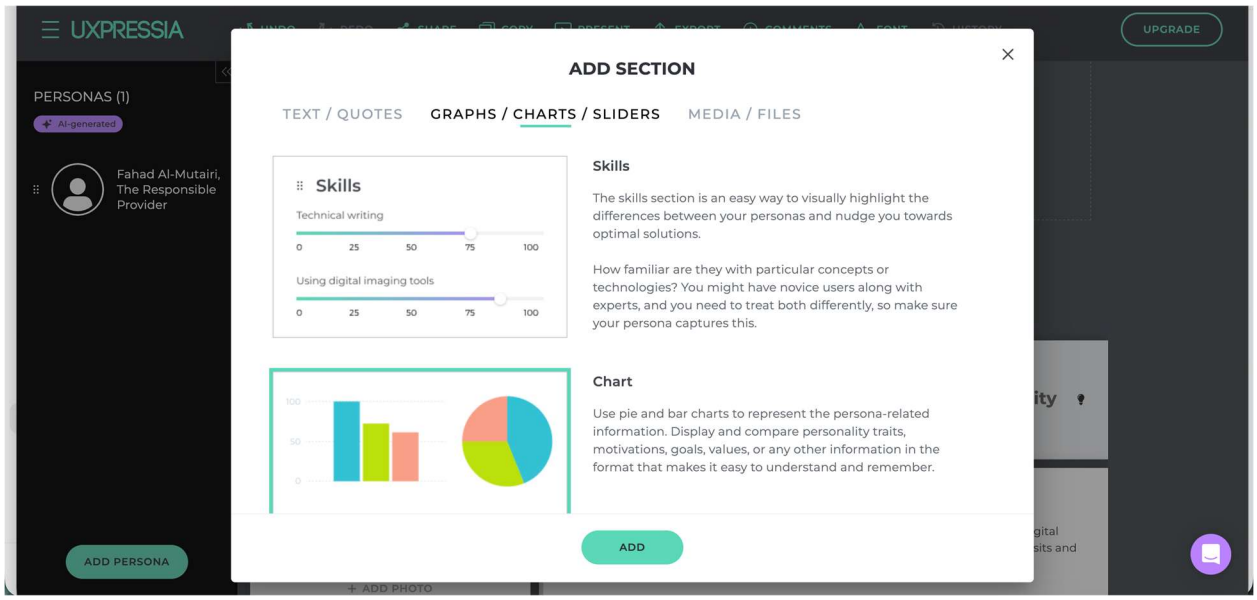

Google
WhatsApp
LinkedIn
Google Translate
Alrajhi Login
Crux Home Page
Crux
iSync ERP Platfor...
Home - OneDrive
Linkedin profiles
Surveys
UXPRESSIA
UPGRADE
PERSONAS (1)
AI-generated
Fahad Al-Mutairi, The Responsible Provider
ADD PERSONA
ADD SECTION
TEXT / QUOTES
GRAPHS / CHARTS / SLIDERS
MEDIA / FILES
Background
Matthew is a technical writer in a software company. He has been working there for a while, and he really likes his job. Most of the time he works at the office, but sometimes he proceeds at home. Matthew often has to work overtime and during weekends. Once a month, he goes on business trips to customers' location.
Background
The background story tells about your persona's journey, which brought them to you. Include personal and professional facts, but make sure they are related to your product or service. Keep a balance between having enough details to make your persona realistic and making the story complete. Leave out irrelevant details that have no relevance.
Frustrations
Missing out notifications about the changes made in the docs
Docs accidentally deleted by any other collaborators
Being unaware of the required changes in the documents
Frustrations
What can ruin your persona's experience and prevent them from using your product? Look for pain points. What takes too much time, discourages or prevents the persona from reaching their goals?
Same as motivations, these facts should lead to insights about your product.
ADD

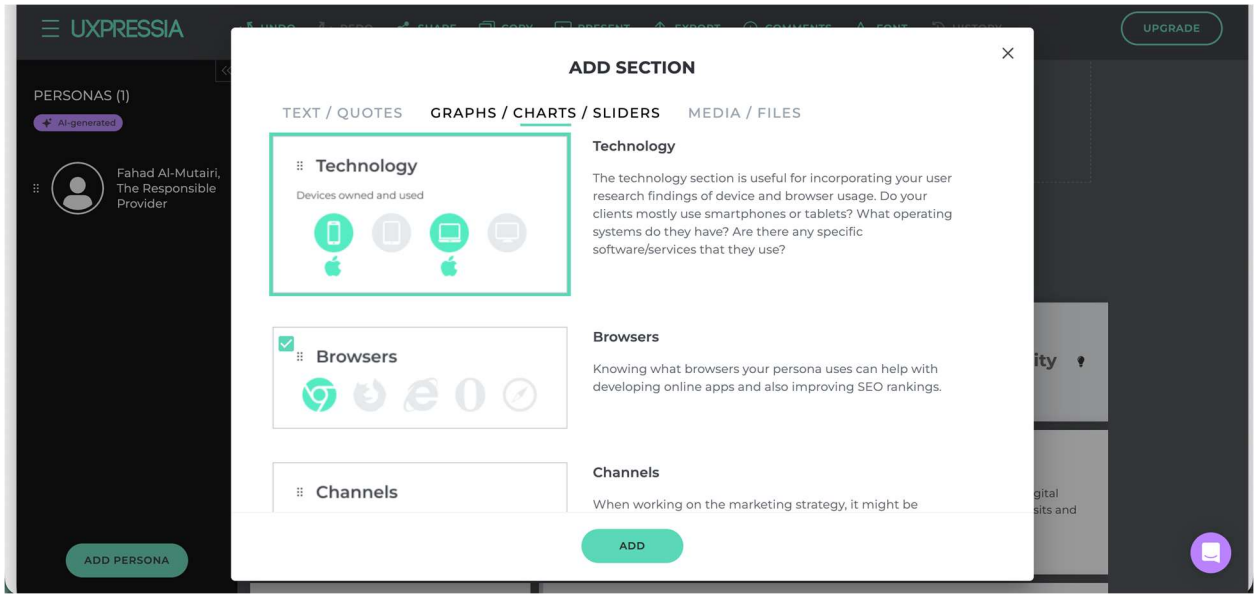

UXPRESSIA
UPGRADE
PERSONAS (1)
AI-generated
Fahad Al-Mutairi, The Responsible Provider
ADD PERSONA
ADD SECTION
TEXT / QUOTES
GRAPHS / CHARTS / SLIDERS
MEDIA / FILES
Motivations
Easy way to collaborate with colleagues
Remote access to his workplace at any time
Being aware of all the changes made in the documents
Motivations
What drives your persona and motivates them to start or/and continue using your service? Think of all the things that can increase user efficiency, effectiveness, and satisfaction. Each motivation in this block should bring some insights into how you can improve your product/service.
Getting help
Asking question
Watching vlogs
Playing game
Signing up
Searching for item
Touchpoints
BUSINESS
Touchpoints are points of interaction between your company and a customer involving a specific human need at a specific moment in time. They are opportunities to strengthen the relationship with your customer.
Upgrade the subscription to access this feature
Needs
Needs
Needs are complementary to persona goals. While the latter
ADD

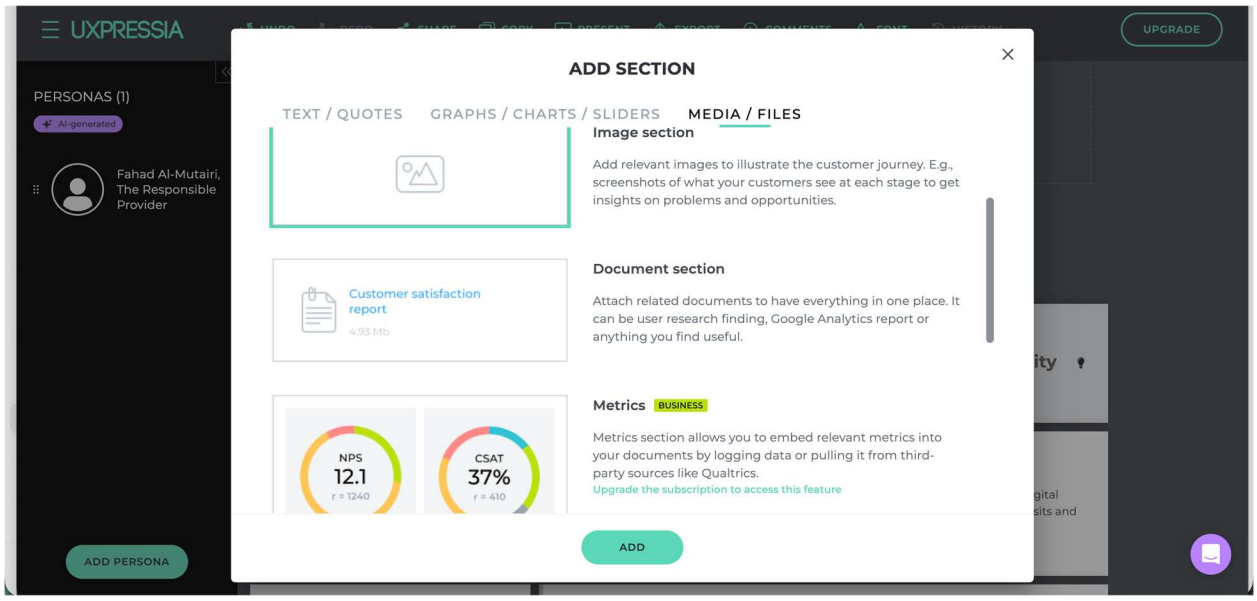

UXPRESSIA
UPGRADE
PERSONAS (1)
AI-generated
Fahad Al-Mutairi, The Responsible Provider
ADD PERSONA
ADD SECTION
TEXT / QUOTES
GRAPHS / CHARTS / SLIDERS
MEDIA / FILES
Needs
Deliver high-quality documentation to the team in a timely manner
Decrease the time spent editing docs
Be able to make small changes using his smartphone
Needs are complementary to persona goals. While the latter depicts high-level end goals, needs address very detailed and low-level requests and wishes related to completing particular tasks.
Expectations
I'll easily integrate this tool with the task-tracking tools my team is already using
Expectations
Think about the potential expectations of the product or product manufacturer/service provider. Most expectations are based on customers' previous experiences (with your competitors or related services) or/and word of mouth.
Challenges
When on a business trip, Matthew doesn't always have a stable internet connection or a
Challenges
When trying to accomplish their goals, your personas may face some challenges you can address via your product or
ADD


UXPRESSIA
UPGRADE
PERSONAS (1)
AI-generated
Fahad Al-Mutairi, The Responsible Provider
ADD PERSONA
ADD SECTION
TEXT / QUOTES
GRAPHS / CHARTS / SLIDERS
MEDIA / FILES
Previous experience
Matthew is used to working with the Confluence + Jira combination.
Previous experience
In what way did your customers achieve their goals in the past? What services are they used to? Their previous experience has set certain expectations. Make sure not to forget about the features your competitors offer that people are used to.
Context/environment
Matthew is at home, working on his MacBook. His wife is waiting for him to finish his work.
Context/environment
Describe the context around the interaction to get a better understanding of the persona's needs. Is your persona sitting on the sofa with the laptop on their knees or are they stuck in traffic with no internet connection?
Scenarios
It's half past 8 pm. Matthew is already at home, but he needs to make some urgent
Scenarios
Define the main task the persona wants to accomplish and capture how they perform it by adding up the context in which the interaction happens. Then walk through the
ADD


UXPRESSIA
UPGRADE
PERSONAS (1)
AI-generated
Fahad Al-Mutairi, The Responsible Provider
ADD PERSONA
ADD SECTION
TEXT / QUOTES
GRAPHS / CHARTS / SLIDERS
MEDIA / FILES
Scenarios
It's half past 8 pm. Matthew is already at home, but he needs to make some urgent changes in the doc based on the team feedback. He needs to check the comments and changes made by his team members and approve/decline them so that the team has the actual doc by the time they come to the office tomorrow.
Scenarios
Define the main task the persona wants to accomplish and capture how they perform it by adding up the context in which the interaction happens. Then walk through the process step by step with the persona and make sure you describe the context, external factors, motivations, actions, and reactions along with goals. Leave out unnecessary technical details (e.g., "John logs in by clicking the purple LOGIN button").
Text section
Add any additional details here
Text section
None of the above covers your needs? Use the section to capture any info in a free text format.
Demographic
Demographic
The demographic section allows you to add gender, age,
ADD


UXPRESSIA
UPGRADE
PERSONAS (1)
AI-generated
Fahad Al-Mutairi, The Responsible Provider
ADD PERSONA
ADD SECTION
TEXT / QUOTES
GRAPHS / CHARTS / SLIDERS
MEDIA / FILES
Skills
Technical writing
0 25 50 75 100
Using digital imaging tools
0 25 50 75 100
Skills
The skills section is an easy way to visually highlight the differences between your personas and nudge you towards optimal solutions.
How familiar are they with particular concepts or technologies? You might have novice users along with experts, and you need to treat both differently, so make sure your persona captures this.
Chart
Use pie and bar charts to represent the persona-related information. Display and compare personality traits, motivations, goals, values, or any other information in the format that makes it easy to understand and remember.
ADD





3. Add Section

1. Purpose of the “Add Section” Feature

The **Add Section** feature allows users to **extend a customer persona** by adding structured or unstructured information blocks.
Each section represents a **specific dimension of customer understanding**, such as motivations, frustrations, context, skills, technology usage, or supporting media.

The system is designed to be:

- Modular
- Flexible
- Reusable across personas
- Non-restrictive (users choose only what's relevant)

2. Add Section Modal – General Behavior

Entry Point

- User clicks **"+ Add Section"** within a persona canvas.

Modal Layout

- Modal overlay opens above the persona canvas.
- Title: **ADD SECTION**
- Close icon available (top-right).

Section Categories (Tabs)

1. **Text / Quotes**
2. **Graphs / Charts / Sliders**
3. **Media / Files**

Each tab displays a **list of available section templates** with:

- A preview card (visual sample)
- A short explanatory description

Primary Action

- **ADD** button
  Adds the selected section to the persona canvas.

3. TEXT / QUOTES Sections

These sections capture **qualitative persona insights**.

Background

What it captures

- The persona's life, work, and personal journey relevant to the product or service.

How it's used

- Builds empathy
- Provides context for decision-making

Content style

- Narrative paragraph
- Focused only on relevant details

Frustrations

What it captures

- Pain points and irritations that negatively affect the persona's experience.

Format

- Bullet points

Usage

- Identifies UX, service, or process gaps
- Direct input for improvement opportunities

Motivations

What it captures

- Factors that encourage adoption or continued usage.

Format

- Bullet points

Usage

- Helps teams understand what to emphasize in design, messaging, and features

Needs

What it captures

- Concrete requirements the persona needs to achieve goals.

Difference from goals

- Goals = high-level outcomes
- Needs = practical requirements

Format

- Bullet points or short text

Expectations

What it captures

- Baseline assumptions the persona has before using the product.

Examples

- Ease of integration
- Speed
- Reliability

Format

- Short paragraph

Challenges

What it captures

- Practical or situational obstacles faced by the persona.

Difference from frustrations

- Frustrations are emotional
- Challenges are operational or contextual

Previous Experience

What it captures

- Tools, platforms, or services the persona has already used.

Purpose

- Sets benchmarks and expectations
- Helps identify familiarity and learning curve

Context / Environment

What it captures

- The physical or situational environment in which interaction occurs.

Examples

- At home
- At work
- On the move
- Limited internet access

Usage

- Informs UX decisions and feature prioritization

Scenarios

What it captures

- A realistic, end-to-end story of how the persona interacts with the product.

Focus

- Actions
- Motivations
- External constraints
- Reactions

Note

- Avoids technical UI steps
- Focuses on human behavior

Text Section (Generic)

What it captures

- Any information not covered by predefined sections.

Flexibility

- User-defined title
- Free-form content

Demographic

What it captures

- Structured factual attributes.

Typical fields

- Gender
- Age
- Location
- Marital status
- Occupation
- Income band

Notes

- All fields are optional
- Custom fields allowed
- Should be research-driven, not assumed

4. GRAPHS / CHARTS / SLIDERS

These sections visualize **quantitative or comparative information**.

Skills

What it captures

- Proficiency levels across specific skills or competencies.

Visualization

- Sliders on a 0–100 scale

Usage

- Highlights differences between personas
- Guides complexity and onboarding decisions

Charts

What it captures

- Distribution or comparison of persona attributes.

Supported visuals

- Bar charts
- Pie charts

Usage

- Makes persona data easier to interpret and remember

Technology

What it captures

- Devices and platforms used by the persona.

Visual style

- Icon-based selection

Examples

- Smartphone

- Laptop
- Operating system preference

Usage

- Informs device-first or platform-first design decisions

Browsers

What it captures

- Browsers commonly used by the persona.

Usage

- Helps with web optimization and compatibility decisions

Channels

What it captures

- Preferred communication and interaction channels.

Examples

- Email
- WhatsApp
- Website
- Mobile app
- In-person

Usage

- Marketing and CX planning

5. MEDIA / FILES

These sections attach **supporting evidence and artifacts**.

Image Section

What it captures

- Visual references related to the persona or journey.

Examples

- Screenshots
- Journey snapshots
- Reference images

Usage

- Adds visual clarity
- Supports storytelling

Document Section

What it captures

- Research or reference documents.

Examples

- Survey reports
- Analytics files
- PDFs

Purpose

- Keeps persona insights and evidence in one place

Metrics (Business Feature)

What it captures

- Quantitative performance or experience metrics.

Examples

- NPS
- CSAT

- CES

Usage

- Links persona insights with real performance data

6. Section-Level Behaviors (Global)

Each section supports:

- Drag-and-drop reordering
- Inline editing
- Deletion
- Duplication
- Optional visibility based on subscription level

7. Design Philosophy Behind the System

- Personas are **not rigid templates**
- Users choose **only what is relevant**
- Sections encourage **thinking**, not form-filling
- Platform supports **UX, CX, product, and business teams equally**