

UX Design 🧐

10 Best Persona Examples And How To Create Your Own

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It's common to create a user persona profile to understand your target audience better. Let's study the best personal examples for various industries, so you can decide which format you want to use.

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In this guide, we'll cover the following:

- [What Is A User Persona?](#) 📌
- [Why Are Buyer Personas Important?](#) 🤖

- [10 Best Persona Examples Templates To Inspire You 🤗](#)
Actualizar la configuración de privacidad
- [How to Create Your Own User Persona: Tips to Follow 📝](#)

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Let's dive deep into the **user persona and tips** to create your own profile.

What Is A User Persona? 🙌

Before creating a user persona profile or using a [persona generator](#) to create one, you need to understand the meaning of this term and why you need to **create a buyer persona**.

Simply put, a user persona stands for a **representation of your target customer**. When creating your user persona, some research is required to outline your customers' goals, pain points, behavior, and demographic information.

❗ Note that your imagination is hardly involved in this process.

Personas are composed based on the data that you receive during interviewing, testing, and analyzing typical users.

The primary purpose of building personas is to define the most common needs, expectations, and limitations of your customers. By knowing your target audience, you can **[create a better product for them](#)**.

During the research, you should analyze various factors:

- Life goals
- Education level
- Age
- Common pains
- Interests
- How they spend their free time
- Where they hang out on the Internet (*Instagram, Twitter, Reddit, and so on*)
- Location
- Income level

Thus, personas help **humanize the users** and get to know them on a more personal level. They encourage design for real people who have feelings and emotions rather than for faceless men.

Why Are Buyer Personas Important? 🤔

User personas are significant for creating a targeted marketing plan. It allows your marketing team to work more efficiently.

|| Additionally, knowing more about your target audience, you can make more personalized offers.

All these factors allow gaining ideal customers' trust and building trustful relationships.

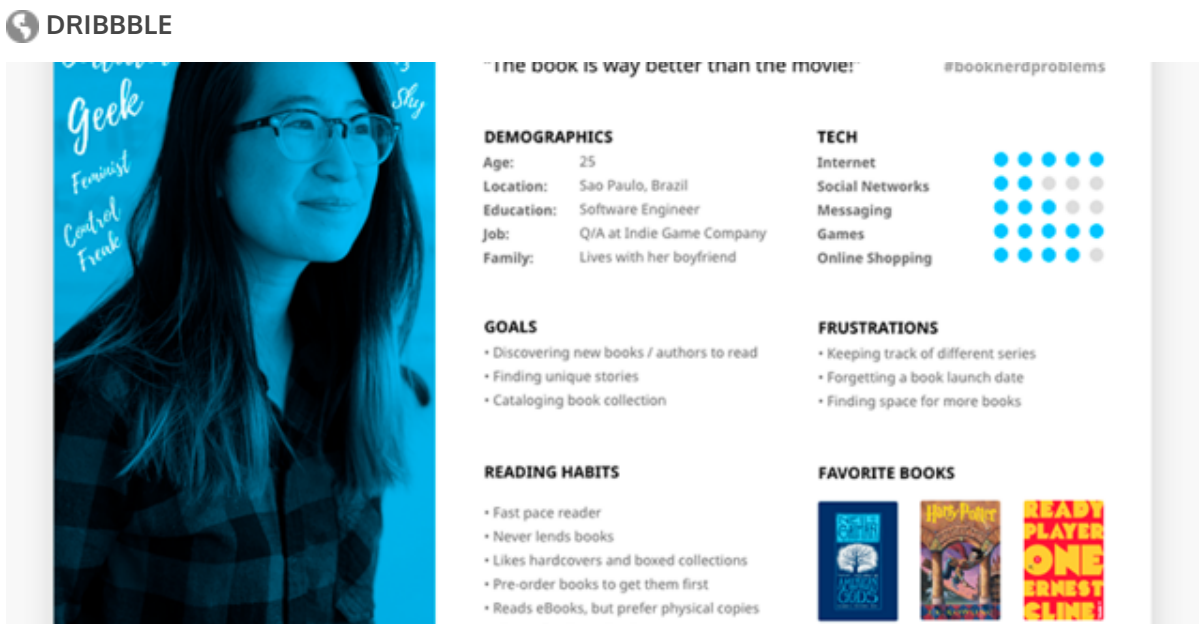
The buyer persona template allows you to:

- **Evaluate the project idea.** With a clear vision of who will use your product and after you've defined its main functionality, you can opt for the best monetization strategy for your product. There are lots of options, and when you **understand your target audience's needs and preferences**, you can easily pick the one that will bring you the most money.
- **Build your marketing strategy.** To promote your product and attract all possible customers, you need to create a marketing strategy. This begins by understanding your target audience, how old they are, where they live, what their income is, and so on.

10 Best Persona Examples Templates To Inspire You 😄

Below are **10 different persona examples** from various industries like software development, education, and more.

#1. The Reader 📖



UX Persona for Book App

UX Persona for Book App designed by Dani Guerrato. Connect with them on Dribbble; the global community for designers and creative professionals.

[Lee esto en dribbble.com >](#)

The first user persona example is Nerdy Nina.

Her buyer persona has various categories like demographics, goals, habits, tech knowledge, frustrations, and favorite books.

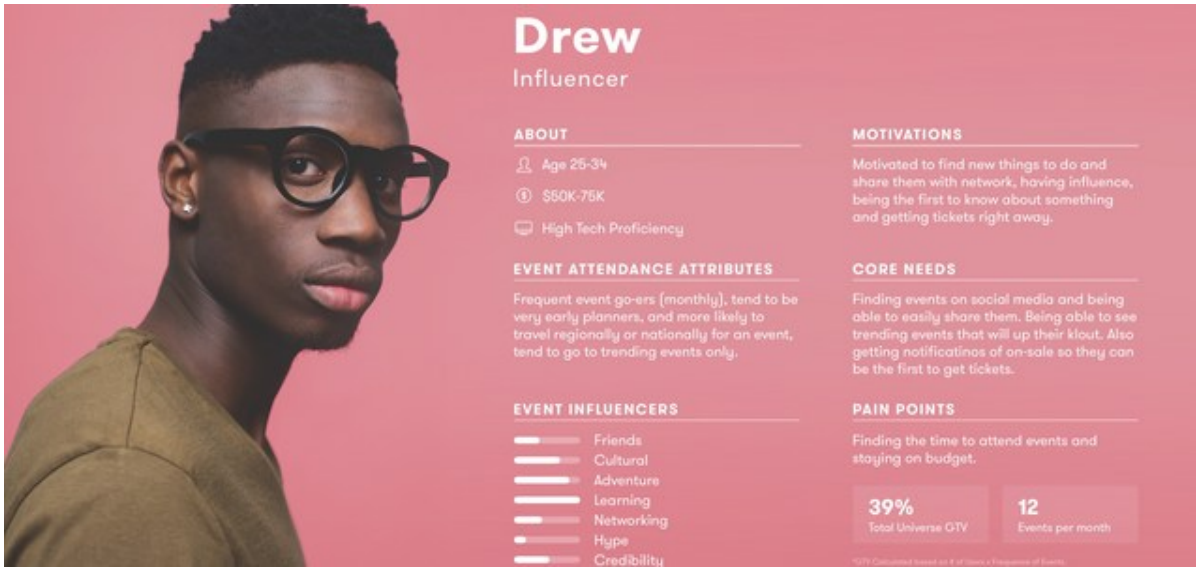
|| All these aspects cover the necessary information about the person, figuring out the pain points and expectations from the product.

This persona example can be used during the development of a reading app.

#2. The Influencer 🕶️

Here's an Influencer's persona example.

DRIBBBLE



Dribbble - drew_the_influencer.jpg by Arthur Chayka (null)

[Lee esto en dribbble.com >](#)

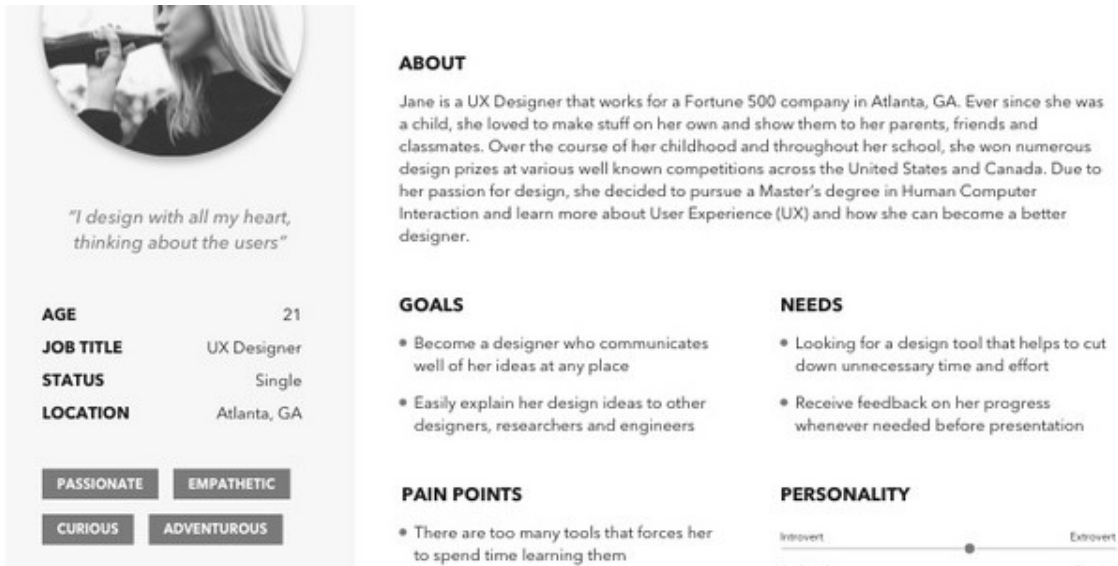
|| This user persona example pays close attention to different categories for analysis. Such aspects as events, event influencers, motivations, core needs, and pain points are considered.

There is plenty of graphical display using icons, large numerical representations, and bar charts to offset the brief text. This example gets straight to the point. Each section is clearly labeled for clarity and quick absorption of information.

#3. The UX Designer 🧑💻

The next persona example is Jane Doe, the UX designer.

DRIBBBLE



[Free Template] User Persona Black & White

Free Template] User Persona Black & White designed by Geunbae "GB" Lee. Connect with them on Dribbble; the global community for designers and creative professionals.

[Lee esto en dribbble.com >](#)

It's interesting that this persona example has a written bio. This template also has several categories:

- Favorite brands
- Goals

- Pain points
- Needs
- Personality

This persona example also covers the primary problems and expectations of the customers from your product.

#4. The Marketing Manager 🧑

Tom Mendelson, the marketing manager.



His user profile has a lot of small but essential details. For example, there is information about his income, personality, influences, work experience, and more.

All this information allows you to understand his needs. As a result, your product can solve his challenges (*fingers crossed*).

#5. The Nurse (26-year-old) 🧑

Some persona templates can be simple, like the user persona of a 26-year-old nurse.



It has only significant information about Anna’s personality. For example, she likes cooking and walking.

There is some information about her goals and aspirations, along with data about her likes and dislikes.

#6. The Nurse (43-year-old) 🧑

However, the persona example of the nurse can be completely different. Let’s discuss the profile of the 43-year-old nurse.



Personas

Personas designed by Alexey Tretina. Connect with them on Dribbble; the global community for designers and creative professionals.

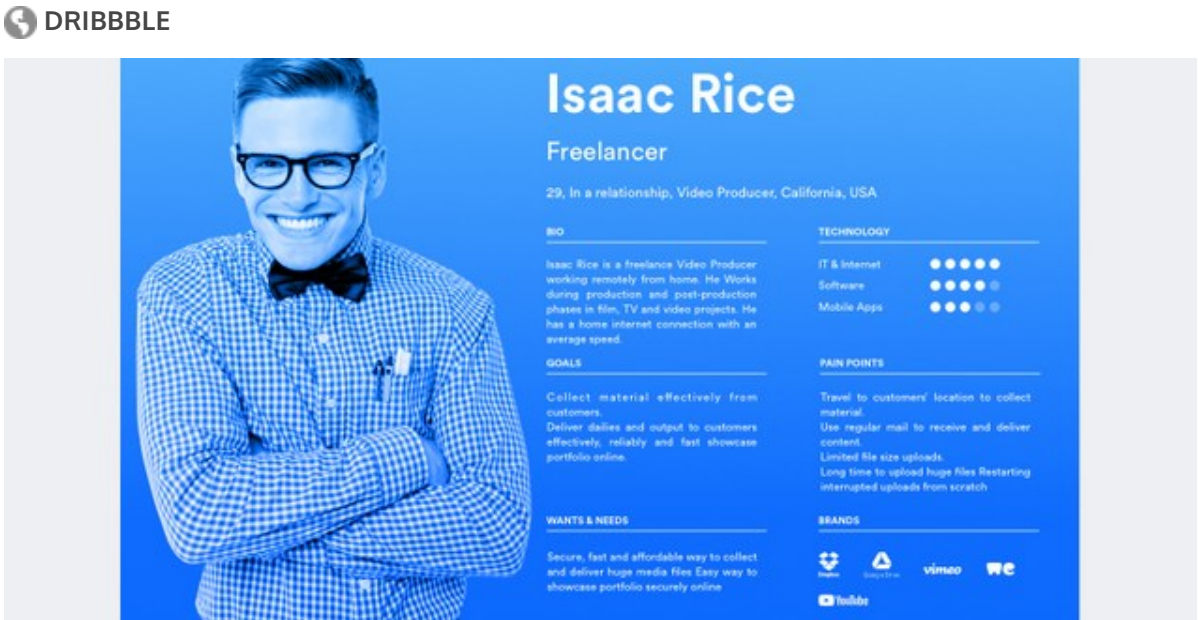
[Lee esto en dribbble.com](#) >

Caroline lives in Amsterdam, the Netherlands. Her user persona has a written bio, skills, favorite apps, along with future goals.

We can see that people with similar work have entirely different goals and needs.

#7. Freelancer 🧑💻

Issac Rice is a freelance Video Producer that works from home.



User Persona

User Persona designed by Mohamed Boumaiza for Xperiencia. Connect with them on Dribbble; the global community for designers and creative professionals.

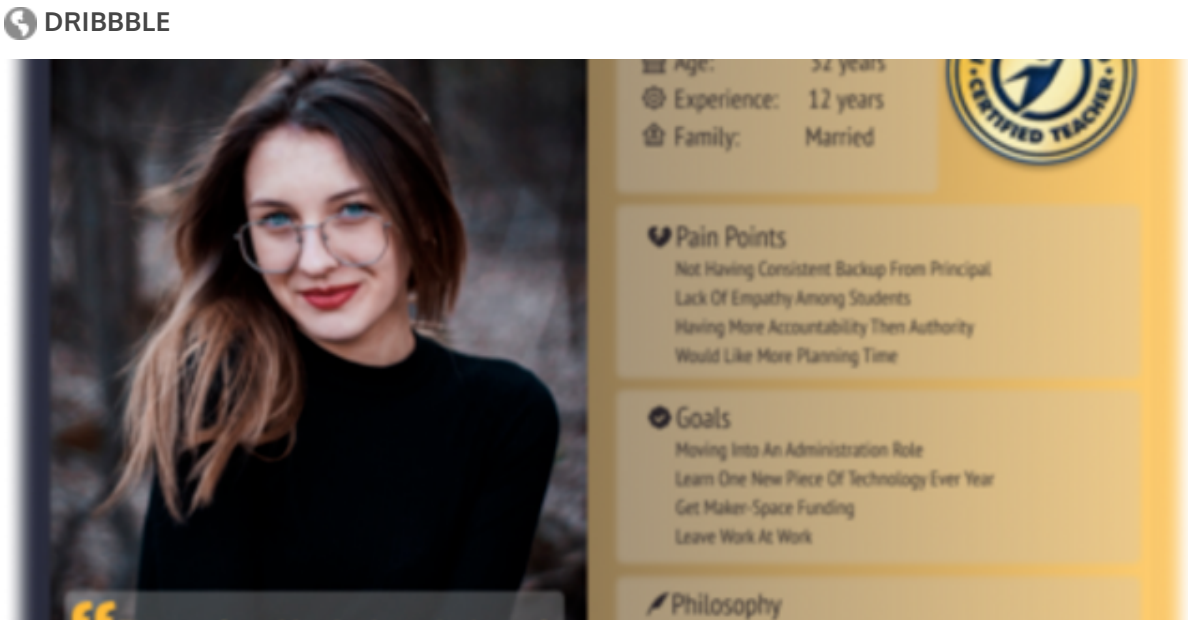
[Lee esto en dribbble.com >](#)

|| As you can see, in this persona example, we have quite a bit of information about his goals and needs, along with his knowledge about technologies.

Mind that his pain points are carefully described. Each challenge starts with a new line and has a detailed explanation.

#8. The Teacher 🧑🏫

When considering a teacher’s user persona example, let’s discuss this template.



Teacher Persona

Teacher Persona designed by Sage Klein. Connect with them on Dribbble; the global community for designers and creative professionals.

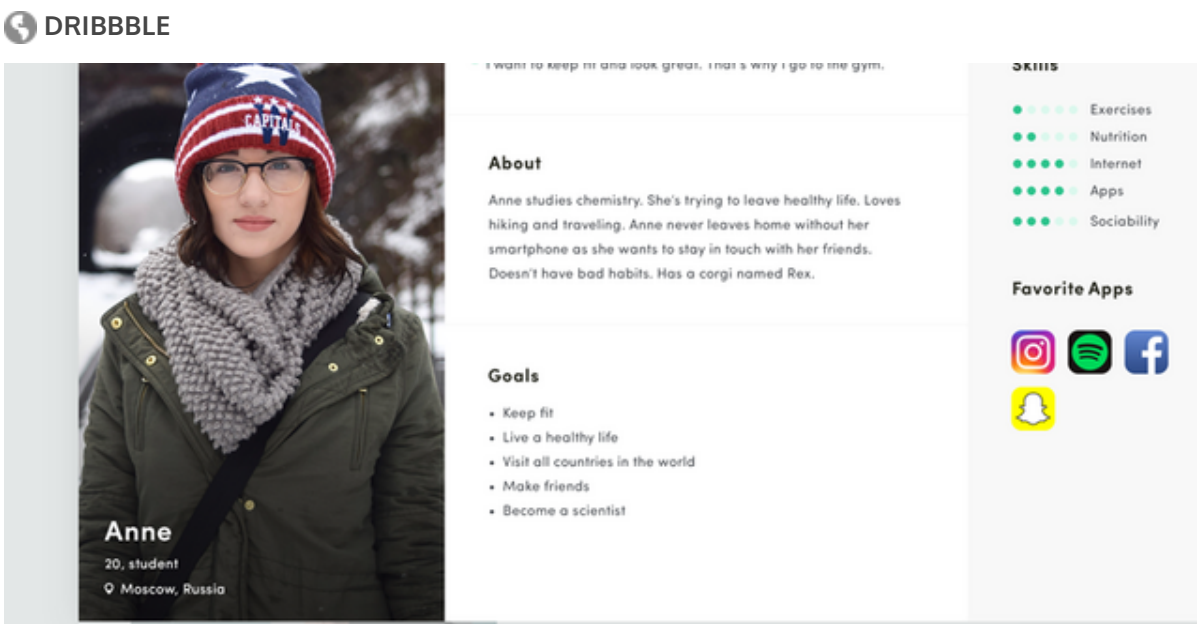
[Lee esto en dribbble.com >](#)

It has a lot of personal information about the teacher like her age, experience and family status.

There is also data about her pain points, future goals, and philosophy. By the way, the last part is a quote from the persona that describes her attitude about teaching and students.

#9. The Student 🧑🎓

One of the most wide-spread customers are students. Let’s study the student’s persona example.



Personas

Personas designed by Alexey Tretina. Connect with them on Dribbble; the global community for designers and creative professionals.

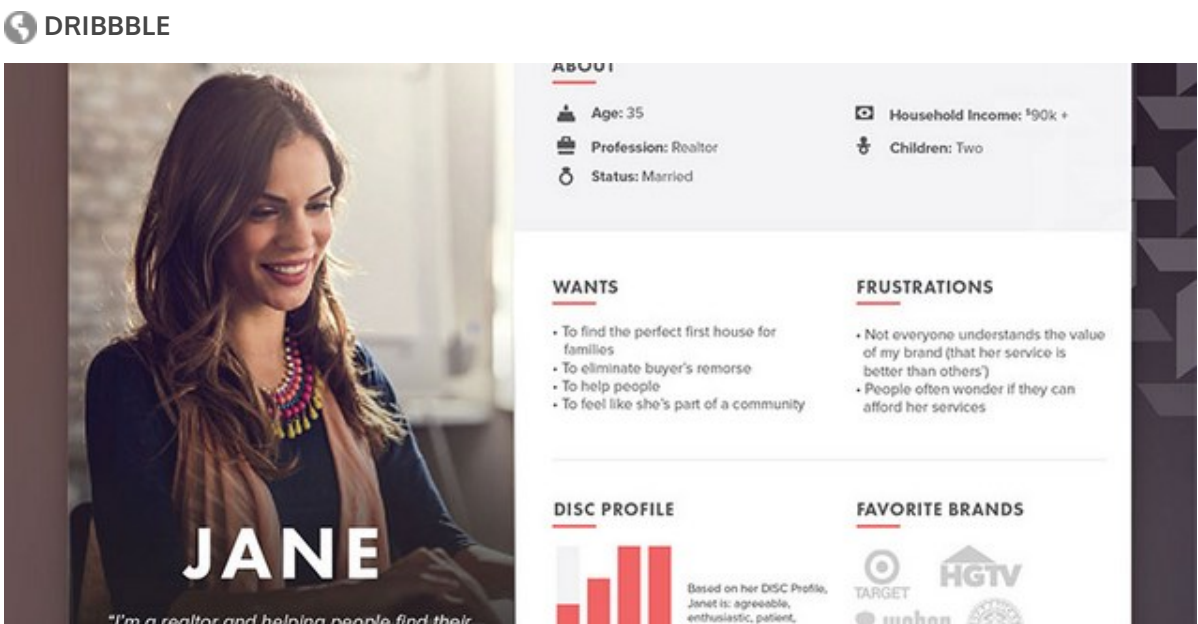
[Lee esto en dribbble.com >](#)

This profile has a **good structure**. There is some necessary information about the person like age and place of residence. This personal example also has data about skills and favorite apps.

The bio explains interests and hobbies. Also, the goals are listed in a bullet list format for easy skimming.

#10. The Realtor 🧑💼

Last but not least, let’s discuss a realtor’s personal example.



User Persona

User Persona designed by Nicole Love. Connect with them on Dribbble; the global community for designers and creative professionals.

[Lee esto en dribbble.com >](#)

!! This template has a lot of persona information like age, profession, marriage status, income, and children.

Additionally, there is a detailed explanation of the wants and frustrations. Pay attention that this persona example includes the **favorite brands** of the user.

How to Create Your Own User Persona: Tips to Follow

We've already discussed the persona examples for various industries and needs. Let's move on with **creating your own user persona**.

This part of our post will cover **6 tips** to create a useful and comprehensive user persona for marketing purposes.

Tip #1. Create Several Unique Personas to Start

If you're creating a user persona template for the first time, it's better to make one for each of your primary customer groups. Most resources recommend between 3 and 5 distinct personas.

This way you can understand their differences and similarities and figure out how to proceed.

|| The first buyer personas can have only essential information. If necessary, you can add new pieces of information later.

For example, your startup is an online shop selling car parts, and you're aiming to launch it on the West Coast, US. After brainstorming, your approximate target audience may look like this:

- Males
- Ages 16 - 60
- Residing in Los Angeles, CA
- Secondary education
- With an income of \$60,000 - \$75,000
- Ordinary drivers, service stations workers

Tip #2. Cover The Required Information

What information should you include in your user persona template? The answer is simple — **whatever is helpful** to your company or product.

To give you a hint, here's some information your user persona can include:

- **Name.** It can be a real name or a fictional character, or something descriptive like *'Helen, the laptop buyer'*
- **Photo.** It's always good to put a face to the name. You can use stock images, but it's better to avoid photos of celebrities, coworkers, or any familiar or famous people. You need to create a new, **unique identity**.
- **Personal quote.** Just like a photo, it shows their personality.

- **Bio.** You should add a backstory of your user. Include hobbies, education, and so on. What was their childhood like? Why did they choose their current job? How do they spend their free time?
- **Demographics.** All the possible info about the user like age, sex, income level, place of residence, and more. Pay attention to the job title since it shows the business and financial implications.
- **Motivations.** This part shows what drives your user persona. For example, would an ideal customer be more likely to buy a product that improves their career or their personal life?
- **Goals.** This is important to understand what is important for the user and how you can enhance their experience.
- **Frustrations.** In this part, describe what irritates your users and what pain points they have.
- **Favorite brands.** This section shows what brands users like and choose to use. You can study the marketing strategies of these brands to get ideas.

Depending on your goals and needs, you can add the following data:

- Preferred social media channels
- Daily routine
- Tech skill
- Hobbies and interests
- Education level
- Job responsibilities/duties
- Shopping and product research habits

Tip #3. Use Real Data to Create User Persona 📊

It's vital to understand that you shouldn't rely on your expectations and beliefs. You have to study your target audience to create a useful persona.

Where can you find this information? 🤖

There are several reliable sources:

- Google Analytics
- Social media
- Direct interaction
- Email marketing
- Content marketing
- Digital marketing
- Surveys and quizzes

Tip #4. Visualize the Data to Remember Better 🖼️

We've discussed several persona examples, all of them well-visualized and structured, and for a reason.

As a result, it's easy to understand the information and remember the differences between user personas.

|| You can add icons with significant data and ask your designers to create a user persona's visual style.

Tip #5. Update Buyer Persona Regularly 🙄

To offer users the best products and meet their expectations, you need to update their profiles regularly.

|| For example, if you have an e-commerce business, you can create a system that collects your customers' information and purchases.

CRM for e-commerce has several benefits like targeted marketing and advertising campaigns. Due to the centralized information, you can launch targeted and personalized content marketing and advertising offer.

Tip #6. Analyze The Products Your Users Already Chose 📁

As you can see, there is a part 'Favourite brands' in each buyer persona example. As a result, you can analyze the product your target audience already uses and likes.

|| It's better to analyze the marketing campaigns of these brands to highlight the points that are attractive for your ideal customers.

Your audience personas tend to show the required characteristics of your product. As a result, you can add the necessary characteristics.

For example, if you want to create a taxi service like Uber, you need to **analyze Uber's features and customer personas**. Remember that UX design is also important. It's better to consider convince interface, so the user experience will be great.

|| Personas should embody the needs, goals, and behavior that can be applicable your potential customers. You can also use buyer personas to predict the customer journey.

You can start sketching your personas' portraits with the help of a free tool from HubSpot called **Make My Persona**.

There are several cool and free templates for you to check out. The service will ask you several questions intended to figure out your ideal persona.

Gathering these factors together, you will be able to understand who **consumes your product or service**, why they do that, and what media channels they prefer.

This way, obtaining this information allows you to reach the right people and **build your brand** more carefully.