

A typical user persona template includes the following elements:

Name and Image: Give the persona a name and a photo, which makes it more relatable and memorable.

Demographics: Include information such as age, gender, location, income, education, and any other relevant demographic details.

Background: Describe the persona's background, including their job, industry, career path, and family status. This helps in understanding their context and challenges.

Goals and Motivations: What are the primary goals, needs, and motivations of this persona in relation to your product or service? What are they trying to achieve?

Challenges and Pain Points: Identify the problems, obstacles, or pain points that this persona encounters when using your product or service. What frustrates or hinders them?

Behaviours: Describe the typical behaviours, habits, and preferences of this persona. How do they interact with your product or similar products?

Tech Savviness: Assess their level of comfort and familiarity with technology and the internet.

Preferred Communication Channels: Determine where and how this persona prefers to receive information and communicate with your company (e.g., email, social media, phone, in-person).

User Goals: List the specific goals and tasks the persona wants to accomplish with your product or service.

Personality Traits: Describe the persona's personality traits, values, and attitudes that are relevant to your product or service.

Frustrations and Pain Points: List the common challenges, obstacles, and frustrations this persona encounters while interacting with your product or service.

Quotes or Persona Story: Include quotes or a short story that encapsulates the persona's attitude or perspective on using your product or service.

User Persona : International Traveler - Elena

Demographics:

Name: Elena

Age: 29

Gender: Female

Nationality: Italian

Occupation: Marketing Manager

Income: \$70,000

Background:

Visiting the United States for a two-week business trip.

First-time visitor to the country.

Staying in a major city for meetings and exploring in her free time.

Goals and Motivations:

Convenient and reliable transportation during her stay.

A seamless experience to maximize her limited free time.

Easy navigation and safety as a priority.

Challenges and Pain Points:

Unfamiliar with local transportation options.

Limited time for exploring due to a busy work schedule.

Concerns about language barriers.

Behaviors:

Prefers booking services and making reservations online.

Active on social media for travel tips and recommendations.

Tech Savviness:

Comfortable with smartphones, navigation apps, and online booking.

Preferred Communication Channels:

Email and mobile apps.

May use messaging apps for instant support.

User Goals:

Rent a car for sightseeing during the weekends.

Easily navigate around the city and tourist attractions.

Return the car hassle-free at the end of her stay.

Personality Traits:

Adventurous

Time-conscious

Tech-savvy

Frustrations and Pain Points:

Lack of local knowledge and language skills.

Limited free time for exploring.

Fear of getting lost or having car trouble in an unfamiliar place.

Quotes:

"I want my trip to be memorable and hassle-free, so having a reliable car is essential."

"I don't have time for public transport schedules; I need flexibility."

"Clear communication and support are important, especially when I'm in a new place."

