![Graphical user interface, application, website

Description automatically generated]()

Each persona should include:

* **Name:** Could be realistic, could be taken from an actual customer, or it could be a descriptive handle like “Sally the Thrift-shopper.”
* **Photo:** It always helps to put a face to a name. Stock photos are fine, but avoid photos of celebrities, coworkers or other familiar faces that may come with built-in connotations and assumptions. The idea is create a new, original identity.
* **Personal quote/motto:** Just like a photo, this helps flesh out the persona to make them seem more real.
* **Bio:** Give a little backstory to make the person relatable. What was their childhood like? Why did they choose their current job? How do they spend their free time? These tiny details could influence strategic choices down the road.
* **Demographics:** Age, sex, income, location—whatever attributes are relevant to your industry. Job title is particularly important, considering its business and financial implications.
* **Personality Traits:** People with low attention spans want faster site designs. Cautious people are most likely to comparison shop. Personality traits are one of the most useful features of personas, so choose these with care.
* **Motivations:** Like personality traits, this helps you get inside the customer’s head and understand how they think. For example, would a customer be more likely to buy a product that improves their career or their personal life? It depends on which motivates them more.
* **Goals and frustrations:** The scope of these is in direct relation to your needs. A lifestyle company would keep to general life and career goals, while a tech company could hone in on more specific goals like tasks they hope to accomplish with their software.
* **Preferred brands and influencers:** You can tell a lot about a person based on which brands they like and what kind of people influence their decisions. You can also look at those brands’ marketing strategies to see if their tactics might apply to you as well.

Keep in mind that personas are wholly customizable, and the above list is just a starting point. Here are some additional areas that some companies find useful when building out a persona:

* Preferred social media channels
* Daily routine
* Tech skill
* [Myers-Brigg](https://en.wikipedia.org/wiki/Myers%E2%80%93Briggs_Type_Indicator) personality types
* Hobbies and interests
* Education level
* Job responsibilities/duties
* Shopping and product research habits

Personas should be customized to your specific needs, so it’s better to create your own original personas than to use ones designed for other companies.