Persona Template

How to Use This Guide: As a team, work together to follow these simple steps and fill out the template to create personas (fictionalized composites of your typical customers to help guide your team and keep your decisions customer-focused) for each of your user groups.

## Step 1: Perform User Research

User research methods include interviews, focus groups, and field visits.

## Step 2: Choose Personas

Review your users, and group them into similar categories. Then determine which user groups need to be represented with unique personas. Most commonly, one persona is created to represent each user group.

Example: If you are designing a health care application, you would create a persona for each type of individual using the application: nurses, doctors, administrative staff, and patients.

## Step 3: Assigns Traits to Personas

After conducting interviews with your key users, analyze the data, and for each user group identify the common frustrations, goals, and motivations. While you might be tempted to base your persona off of one standout interviewee, push your team to combine the traits of multiple interviewees when creating a Persona.

Fill out the template to build your Persona.

# Name: Will Smith

Background Description

Will Smith is a curious data enthusiast with a keen interest in global demographics and population trends. With a penchant for user-friendly technology, they value accessible platforms that facilitate exploration and insight into complex data sets.

User Story: User Story: As a user, I want to view a list of all the countries in the world organized by the largest population to the smallest so that I can understand global population distribution.

Previous Software used

Population Atlas: a comprehensive software providing detailed demographic information for countries worldwide

International Census Viewer: A too

Offering access to census data form different

countries, allowing users to compare

population statistics.

Global demographic Tracker: A software

designed for tracking demographic trends worldwide

Frustrations

1. The user finds it challenging to locate particular countries within the software due to the absence of a search feature

The user is struggling to understand how the population data is presented, this is due to the format being unclear or many other reasons

There is a lack of historical population data to track changes over time

Motivations of the software

1. User wants a platform that allows them to easily access and view population data for all countries in the world
2. Users desire the ability to sort the lists of countries by population size, through quick comparisons and analysis
3. Users expect the software to provide not only country names but also accurate population figures, allowing for informed decision making and research
4. [ … ]

User Stories

|  |  |
| --- | --- |
| **Gender:** | Male |
| **Age:** | 43 |
| **Location:** | London |
| **Relationship Status:** | Married |
| **Title:** | MR |
| **Education:** | Roehampton |

Acceptance Criteria:

The list should display country names along with their respective populations.

The list should be sortable from largest to smallest population.

Pagination or infinite scrolling should be implemented for better user experience if there are many countries.

Goals

1. Through use of the software, to compare populations globally

2. In addition to this to ultimately inform policy decisions

3. Lastly, to understand global demographic trends

Expectations:

1. Accurate and Up-to-date data
2. Intuitive user interface
3. Customizable Sorting and filtering
4. Responsive design
5. Regular updates and maintenance