Persona Creation Guide with Example

Step 1: Gather User Data

Collect insights from interviews, surveys, analytics, and observations.

Step 2: Identify Patterns

Group similar behaviors, goals, and challenges into categories.

Step 3: Create Persona Profile

Include the following sections:

- Name and role
- Demographics and background
- Goals and motivations
- Challenges and pain points
- Behavior and preferred tools

Example Persona

Name: Jordan Lee
Role: Project Manager
Age: 34
Location: Urban area

Goals:
- Keep projects on time and within budget
- Improve cross-functional team communication

Challenges:
- Too many disconnected tools
- Lack of team alignment on deliverables

Preferred Tools:
- Trello, Slack, Microsoft Teams