

Persona Worksheet

Remember: this is just a starting point!

Name:

Use a realistic name!

Demographics

Think beyond *middle-aged white male*

Age:

Gender:

Location:

Occupation:

Income:

Education:

Relationship:

Children:

Skills

Low

High

Computers

☐ ☐

Mobile

☐ ☐

Web

☐ ☐

Social

☐ ☐

Goals

What do they need to do online? What challenges are they trying to overcome?

Frustrations

What is stopping them from choosing a function, service or product?

General Likes

-
-
-
-

General Dislikes

-
-
-
-

Scenario

Tell a story about a *day in their life* and provide a specific use case for them using your site/app.