Persona Template

How to Use This Guide: follow these simple steps and fill out the template to create personas (fictionalised composites of your typical customers to help guide your colleagues and keep your campaigns customer-focused) for each of your chosen segments

## Step 1: Perform Research

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

## Step 2: Choose Personas

Review your target customers and group them by shared characteristics into segments. Then determine which segments need to be represented with unique personas. Normally, one persona is created to represent each segment.

## Step 3: Assigns Traits to Personas

After analysing the data, for each persona identify the likely frustrations, goals, and motivations. Develop a fictional background, demographics, goals. Find a picture on the internet that fits the persona.

Fill out the template to build your persona.

# Name: [Input Name]

Relevant Quote: “[Input Quote]”

Background Description

[Input Description Paragraph 1]

[Input Description Paragraph 2]

[ … ]

Frustrations

Frustration 1

Frustration 2

Frustration 3

[ … ]

Motivation

Motivation 1

Motivation 2

Motivation 3

[ … ]

Demographics

|  |  |
| --- | --- |
| **Gender:** | [Input Gender] |
| **Age:** | [Input Age] |
| **Location:** | [Input Location] |
| **Relationship Status:** | [Input Status] |
| **Title:** | [Input Title] |
| **Education:** | [Input Education] |

Goals

Previous Experience:

Previous Experience 1

Previous Experience 2

Previous Experience 3

[ … ]

Expectations

Expectation 1

Expectation 2

Expectation 3

[ … ]