
1. PERSONA TYPE* – PERSONA NAME – JOB TITLE

PHOTO OF A REAL PERSON
(DON'T USE MODEL OR
FAMOUS PERSONALITY)

BRIEF ONE-SENTENCE SUMMARY OF THIS
PERSONA.

“QUOTE OF A MOTTO OR SAYING THIS PERSONA
FREQUENTLY WOULD SAY.”

Personal Characteristics

- DEMOGRAPHICS: PERSONAL (Is a AGE-year old JOB TITLE for COMPANY NAME)
- DEMOGRAPHICS: FAMILY [OPTIONAL]
- EDUCATION (SCHOOLS, DEGREES, CERTIFICATES)
- EDUCATION MAJOR, TECHNICAL EXPERIENCE, TECHNICAL SKILLS
- PROFESSIONAL WORK EXPERIENCE
- PROFESSIONAL TECHNICAL SKILLS
- PERSONAL GOALS

Work Environment

- COMPANY INFO (NUMBER OF EMPLOYEES, FINANCIAL SIZE, MARKET)
- ROLES PLAYED IN COMPANY, SYSTEMS USED (HARDWARE, SOFTWARE)
- TYPICAL DAILY TASKS (EXPECTATIONS, DECISION FACTORS, PAIN POINTS)
- DELIVERABLES AND SUCCESS CRITERIA [OPTIONAL]
- OTHER ACTIVITIES (DECISION FACTORS, BARRIERS/PAIN POINTS)
- INTERACTIONS (RELATIONSHIPS, INFLUENCERS, ADVISORS)

Goals

- PROFESSIONAL GOAL (1)
- PROFESSIONAL GOAL (2)
- PROFESSIONAL GOAL (*n*...)

Why this Persona?

- MARKET SIZE
- INFLUENCE
- DESCRIBE RELATIONSHIP TO REAL-WORLD TARGET-USER

* Options are: **Focal, Secondary, Exclusionary or Decision Makers**, defined as follows: **Focal**: primary users who are the target; **Secondary**: satisfy them when we can but their needs can be sacrificed; **Exclusionary**: We're not designing for them, period. **Decision Makers**: Decision Makers may or may not be something you want to put into writing. But decision maker personas are often useful to formally create because they provide a good way of ensuring decision maker issues get discussed openly. If you're including a feature solely because it will get press coverage, it's better to acknowledge this in the design process than to pretend that it's there to satisfy a user need.