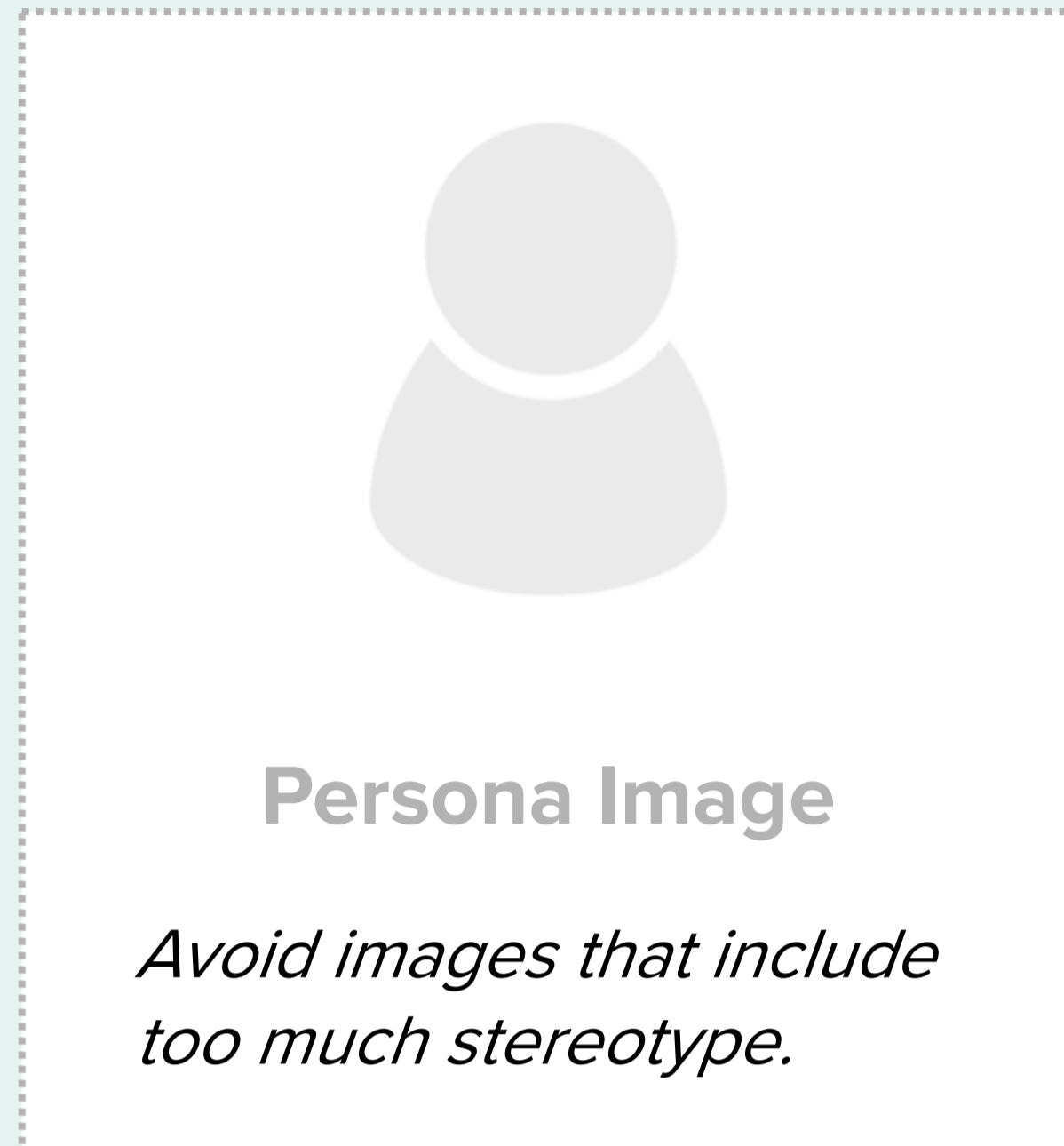


# Persona Name

and defining attribute



## Bio

What

Contextual background and personal detail about the persona. Age, work, location, character.

*Avoid using non-actionable biographical information.*

Why

Makes persona relatable and realistic.

*"A real quote from qualitative research that embodies that persona's segment. This should reflect their attitude and behavior."*

## Goals, Priorities, Needs

What

What is important to the user in this domain?

Why

Helps us derive and prioritize features, and make decisions about interaction.

## Behaviors, Habits

What

Contextual details about how they use the product or service. When, where, how often, unique usage patterns, workarounds.

Why

Helps us understand how people currently use the product and situational considerations we can apply to the product or service.

## Frustrations and Pain points

What

Describe the issues they are dealing with on a daily basis.

Why

Understand and react to the user's state of mind. Be empathetic to their situations and difficulties when making design decisions.

## Questions

What

What questions are they trying to answer when using your service.

Why

Understand and react the user's state of mind. Base content and user flow decisions based on what questions they are trying to address.

## Devices and Platforms

What

Relevant information regarding familiar technologies and access points to your product or service.

Why

Helps us to understand the persona's familiarity with relevant technologies as well as habits and expectations that come with them.

How

Show visual representations of the technologies this persona uses.

## Usage

What

Representation of the person's consumption habits in your domain. This can be content types or other preferences.

Why

Allows us to understand the consumption habits of the user as it relates to our product or service.

How

Charts and graphs.

## Domain experience

What

Could be technology or service based. Where the persona falls on a spectrum of experience or proficiency.

Why

Visually shows where they are on a spectrum, and where they fall as compared to other personas. Helps us when making feature and design decisions.

How

Create a spectrum with straightforward categories. Place the user in the appropriate category. Categories should be specific and meaningful. Not vague.