

Name

It is important to name your persona to bring it to life and give you a way to reference it.

List Goals

Looking at the patterns in the personas behavioral variables, you can infer goals that would lead to this behavior. Using your research data, try to understand what your users are trying to accomplish, and why. If the goals seem to specific, continue to ask why the user has that goal.

Define Characteristics

From the behaviorable variables and research data for your persona, build details into your persona. In bullet point format, describe things like typical work day, potential use environment, current frustrations or solutions, relationships, etc. Feel free to include a few demographic characteristics as well, but always be sure to ground all characteristics in your data from observed behaviors.

Describe Persona

This is a description that contains most of your user research findings about this persona. Briefly introduce the persona's job/lifestyle, describe a day in the life, including more details around frustrations, concerns, or interests pertaining to your product.

Persona	
Project	
Persona Name:	
Goals What are the major goals and motivations for this persona?	
Distinguishing Features What are the variables that distinguished them from other personas?	
Description A short prose description of your persona.	
Version Control	Iteration #: Date: Author:

Why

Personas are an excellent way to synthesize your research into a usable and understandable format. With a proper persona, you should have an excellent understanding of each of your user groups and stakeholders, allowing you to make better and more informed design decisions.

What came before?

Persona Variable Map

What's next?

Mood Board

Skit

Storyboard

Ideation

Tips

Don't turn a persona into a fictional character, it will only be useful if it is based in facts.

Keep your persona focused around your product domain, omit extraneous information that does not contribute to your understanding.

You can create scenarios for your personas using Skits or Storyboards in order to better visualize how a persona might interact with your product.

Turn the persona goals into brainstorm topics about how you might help a user meet those goals.

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