

## A Great Persona

Realistic name, Clever title

Picture

Quote that sums up personality

Key Statistics

Age, family, location, occupation, education, salary

Goals

Near, far  
In general, with your product/org'n

Story-based description

Tell the story of this person and what makes them tick.  
Be specific!  
Describe hobbies, interests, and what gets them out of bed.

Frustrations, Tasks, Influencers

Pain points, reasons they would want the product  
Scenarios, tasks  
Decision factors

## Creating a Persona

- Learn about your audience
  - Observe people in their native environments  
(Ethnographic studies, field studies, contextual inquiries)
  - Talk with the target audience  
(Interviews, focus groups, surveys (paper / online))
  - Pay attention at meetings  
(Discussion topics, outside-work topics, attitudes)
  - Plan B: Walk in their shoes - read, watch, use products they use  
(Websites, newspapers, magazines, devices, analytics)
- Group people by like minds
  - Affinity for the same interests, hobbies
- Identify primary (drives the design) & secondary personas
- Capture goals, questions, motivators, scenarios

## Creating a Persona

1. Ask them questions such as:
  - Tell me about yourself.
  - What's your typical day like?
  - What do you do for fun?
  - Where do you usually go?
  - What tools and technologies do you use each day?
  - If you had your choice, would you call people, email them, or text them?
2. Decide whether you need one persona or two.
3. Use the persona template slide to capture the essence of one persona.

## Create a Persona: Interview

About this person	
Typical day	
Hobbies / interests	
Places to go	
Gadgets / gizmos	
Interaction style	
Goals / Pet peeves	

# Create a Persona: Template

Realistic name, Representative clever title		
Picture	<b>Key Statistics</b> Age, family, location, occupation, education, salary	<b>Story-based description</b> Tell this person's story. What they do for fun, pet peeves, what gets them out of bed. Tolerance for risk, new things.
Quote	<b>Goals</b> Near, far; Your product, beyond	<b>Frustrations, Tasks, Influencers</b> Pain points, scenarios, decision factors