

Persona template

Name
Demographics
Goals and values
Hangouts

Psychographics

Challenges & pain points

Relevance

Quote

source: Bill Manos + edits

Question

What is the name that you will give to this Persona?

What is their age, gender, relationship status, children, ethnic background, education, working status, job, income, financial investments, spending habits, political preference, rents or owns, . . . ?

What are they trying to achieve?

Identify both physical and cyber spaces where your Persona hangs out.

What is their personality type, likes, dislikes, entertainment, sports, hobbies, food, drink, travel, . . . ?

What hinders them from achieving their identified goals?
What problems do they have? What are their needs?

Why will your app matter to them? What are their benefits of finding a solution?

Create or find a quote that would fit your persona's personality.

Answer

*insert photo

Notes and tips

A good choice of name makes them more real; i.e. Petr the Programmer, Jana the Parent, Olga the Adventurer, Marek the Lazy boy...

Be detailed.

This is about their goals and aspirations, not your app. Petr the Programmer's goal might be to make sure her children are safe, but researching for security products is probably not. Olga the Adventurer's goal might be to visit faraway places and meet new people but his probably not to book low cost online travel. Knowing your Persona's real goals will help you create app features that will fit all the potential customer's needs..

Try to be as specific as you can possibly be. What apps/webpages do the user use. Where does he/she hang out in real life? Does he/she go partying? Does he/she work in café?

Be detailed.

This may or may not be directly related to your app's sector. Possibly Petr the Programmer's real problem is that he doesn't have friends and wants to improve his physical fitness with your yoga app to meet more people.

This may or may not be directly related to your app's sector. Try to think about the actual use of your app by the user and why would he/she want to you it.

*optional