

USER PERSONAS

The background is a dark, textured collage. On the left, there are several interlocking gears of different sizes. On the right, there is a chalkboard with handwritten text including "I'd r...", "anced", "SMART", "PROBLEM", and "SOLVER". In the bottom right corner, a portion of a person's face with a beard and a striped headband is visible.

DISCOVERY

Topic Discovery

User Personas

Personas are fictional, generalized characters that encompass the various needs, goals, and observed behavior patterns among your real and potential customers. They help you understand your customers better.

The Basics

Title: The Persona title allows you to easily reference a group of users during discussions. Choose titles wisely. If you give Personas human names, make sure those viewing the documents don't make generalizations based on names alone. A Persona named "Emily" doesn't mean all users in that category are female.

If you use titles, make sure they are specific. "The Aspiring Entrepreneur" is too general. Is she a student? An individual with a passion project? Before settling on a title, closely consider the message it sends audiences and the information it conveys.

Image: Don't forget to upload one! Give your persona a face that reflects the descriptions used throughout the template. If possible, use a photo of a real consumer, not a cheesy, easily identifiable stock image. Show the individual in a space that gives insight into where your product fits into his/her life. A UX/UI designer might be in a studio, a student in a classroom, a part time dad at his home office.

Quote: Capture the Persona's attitude towards your product or service. Why is he or she interested in what you're offering? What type of solutions is she looking for? What matters most to him?

Use real quotes or comments acquired from customer interviews, surveys or questionnaires.

Demographics: This section gives viewers quick insight into Personas' background, lifestyle, and behavioral practices. Information should reflect trends from interviews, questionnaires, or surveys.

A quick way to find statistics on consumer demographics is by using [*Google Analytics*](#). Collect data on the origin, age, and marital status of those currently visiting your site.

Character (Archetypes & Tier): Archetypes are widely understood identities that characterize an individual's personality, motivations, and goals. Careful not to undermine Personas by using jargon like "visionary" or "radical" without going into detail about what exactly these words imply.

Continue asking questions. *Why* are these individuals considered visionaries, *how* do they want to use your product? You don't need paragraphs detailing user archetypes, but make sure you have the answers on file. Still unclear about archetypes? Here are [12 common archetypes](#) to prompt your definition of those using your product.

Tiers is one of the most important sections when it comes to defining a Persona. Tiers indicate levels of engagement users have with your product, or where they fall on the [adoption curve](#).

For example, the "tier" option can range from 'first-time users' all the way to 'late adopters.' If you're building an industry specific product, your tiers can be 'professionals', 'prosumers', or

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‘enthusiasts.’ Tiers can also refer to users’ level of commitment to your product—free users, paid users, or enterprise users.

We recommend making a different persona to represent each varying tier. Many product design and marketing decisions will come down to which tier of users you are prioritizing.

Personality: Who is your user? Indicate her KEY personality traits and help round out her overall image.

Originally, the personality section of this persona was based off the Myers Briggs personality test. According to the [Myers Briggs](#), there are 16 potential user personality types. Our template integrates questions from the [Myers Briggs personality test](#) into a series of sliding bar graphics. If you’re confused as to what the sliders means, check out the [Myers Briggs basics](#) article. It will help identify and provide more information on each bar. If you don’t how to place the sliders, reach out to consumers – are they more of an introvert or an extrovert? Do they take time to consider situations or act quickly based on instinct?

The Story

Traits: Describe the Persona in a few words based on their personality, work ethic, motivations, and priorities. Are they an energetic, outgoing self-starter? Or a driven but disorganized introvert? Choose adjectives that help define how this Persona’s personality differs from other users or potential consumers.

Goals : What is your persona looking for in a product? Do they want something that is easy to use? A device or service that achieves a specific goal? (These questions are critical to product development.)

Most Persona goals should be **end goals**, goals about what the Persona ultimately achieves in using your product or service. This could be something tangible: a beautiful advertisement, a sleek web page. An end goal could also be a more intangible achievement from using a product : increased productivity, greater security. Types of goals to avoid or include on a case by case basis:

1. Tasks. Tasks are items needed to complete in order to accomplish goals.

2. Life goals. Objectives such as “Retire by age 45,” or “Have a happy marriage” may be too broad and or irrelevant if you were designing a travel app or business card builder. However, there would be a place for these goals on a Persona created for a financial planning company or online couples’ therapy service.

3. Experience goals describe how personas want to feel when using a product, for example, having fun and feeling relaxed. Not every persona needs experience goals, but in some cases they are useful to include. Perhaps a Persona struggles using Social Media and wants to feel confident when making online profile decisions. Or a persona using an online banking site, for example, might want to feel reassured that his transactions are secure.

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Frustrations: What is preventing your persona from achieving his or her goals? What concerns does she have? What are her frustrations with current solutions already available? **This section is key when it comes to honing the features and services of your product.**

Bio: The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It maybe be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Final Details

Motivations: What inspires your persona to take action? Is he motivated more by fear or growth? Achievement or power? Use the slider module to shift the 'virtual percentages' for each category.

Brands: What are your users' favorite or most used brands? Display their logos in this section. Some of these featured brands may turn into or already be your competitors! You can find brand images at [Brands of the World](#). Once you have found the brand you are looking for, download the image onto your computer. Next, find the image button on the toolbar located to the left and upload the image. Finally, resize the image to fit it into the section on our template while continuing to add other brand images. If you're looking to fit more brands on the page, you can list the company names rather than displaying their images.

Preferred Channels: How are you going to reach your target audience? You might not find your grandma on Twitter and you're sure as not going to find your 12 year old nephew reading the Wall Street Journal. If your audience is a tech savvy college student, the best way to reach them might be online & social media. A teenager might be better reached through television ads through traditional media. From your research, you should have a good picture of what sort of medium your audience is primarily using or can be found on. We picked four broad categories:

Traditional Ads: television, radio, print, billboards, etc.

Online & Social Media: banner ads, streaming video/audio ads, Facebook, LinkedIn, etc.

Referral: recommendations from friends and family, online reviews, influencer blogs, etc.

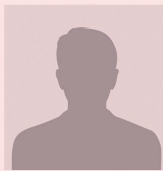
Guerrilla Efforts & PR: events, experiential marketing, out-of-home advertising, etc.

As you can see these are very broad categories — you could even list all of options if they're relevant to your consumer.

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Full Name

Trait Trait Trait Trait Trait



Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and or professional life that make this user an ideal customer of your product.

"A quotation that captures the essence of this person's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, State
Character: Type

Personality


Introvert Extrovert
Analytical Creative
Conservative Liberal
Passive Active

Motivations

Incentive
Fear
Achievement
Growth
Power
Social

Brands

A collection or list of the user's favorite brands.



Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

<https://xtensio.com/how-to-create-a-persona/>

USER PERSONAS

ANALYSIS

The background is a dark, layered composition. On the left, there are several interlocking gears of different sizes. On the right, a chalkboard is visible with the words 'SMART PROBLEM SOLVER' written in white chalk. In the bottom right corner, a portion of a person's face is visible, looking towards the left.

Topic User Analysis Worksheet

➤ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

➤ **1) USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can include content and delivery methods suited to your primary audience.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or an experience they will have.

Knowing your audience will help you identify the key features to include on your site.

You can include what your target audience will want from your website and narrow the scope of those content modules to appeal to your key audience and hone in on what is important to them.

From your Topic Survey determine:

User Outcomes	Content Module
List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match how you would design your content to meet the outcome. List what Content Module will align with the desired user outcome. Examples: example gallery, demonstration animation, benefit bar
How to create criteria	Benefit Bar
General Knowledge	Example Gallery

Topic User Analysis Worksheet

> 2) USER CHARACTERISTICS

Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the conversation to your strategy.

- 1) What are the motivations and behaviors of your Users?
- 2) How can you help them know the subject?
- 3) What is the best way to present the content to them?.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

User Motivation	Approach
st user motivations	Match how this would influence your content, layout, navigation, etc. design.
Clarity of Instruction	Not alot of content - Get to the point
Intuitive navigation	Nav easy to find and use
Design layout	keep layout simple

FROM THE USER PROFILES DETERMINE:

User Behaviors / Preferences	Approach
st user behaviors	Match how this would influence your content, layout, navigation, etc. design.
Keep it interesting	add Humor?
Motions that delay	Be mindful how animatins affect webpage loading
Engaged with story	Create a story with website
Dont want to spend alot of time trying to figure out	Content quick and to the point

Topic User Analysis Worksheet

➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From these 2 worksheet tables – place the information into your Content Plan

topic	User Personas
User needs & goals	How to create
User characteristics	Clairty of instruction / quick and to the point
website goals	Easy to Navigate / Clean Design
website message	Personas are an industry Standard

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PLANNING

Topic Project Planning Worksheet

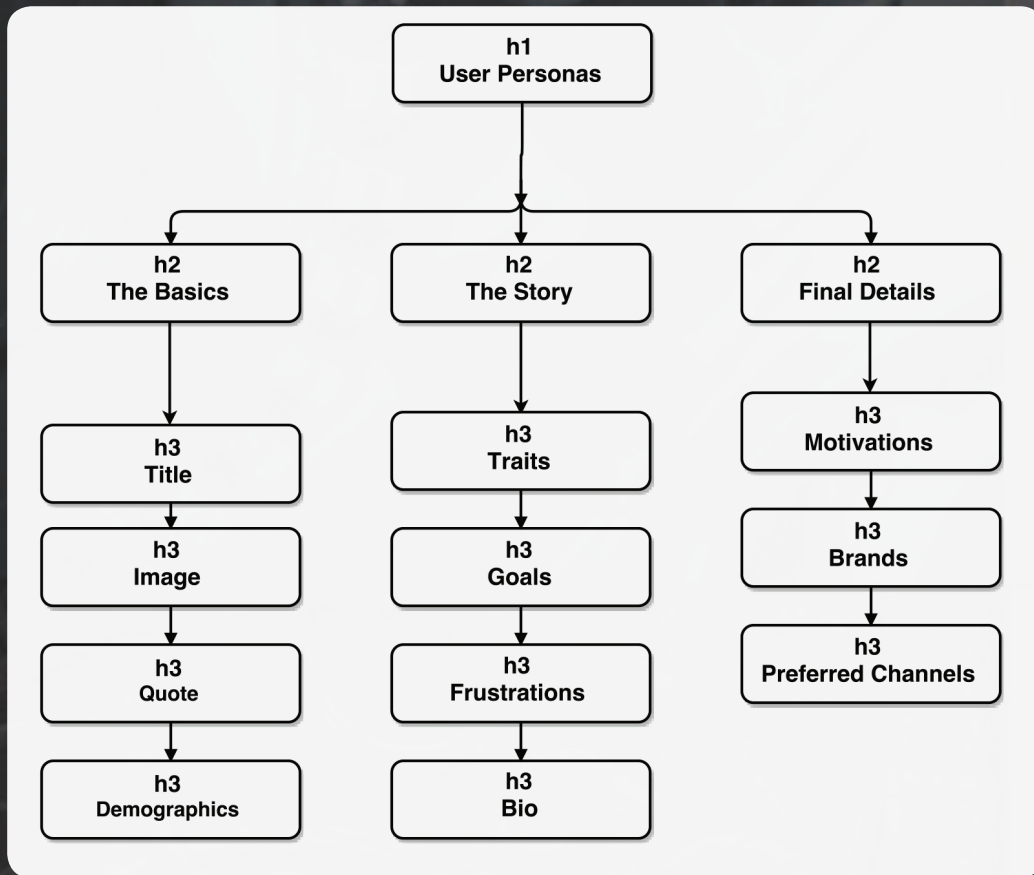
Topic	Personas	
User goals	Purpose / How to Create	
User characteristics	Clarity of Instruction / Quick and to the point	
WEBSITE GOALS	Easy to Navigate / Clean Design	
WEBSITE MESSAGE:	Personas are an industry standard	
OUTLINE		
heading and content		element type
h1	User Personas	
h2	The Basics	
h3	Title	
h3	Image	
h3	Quote	
h3	Demographics	
h2	The Story	
h3	Traits	
h3	Goals	
h3	Frustrations	
h3	Bio	

Topic Project Planning Worksheet

h2	Final Details	
h3	Motivations	
h3	Brands	
h3	Preferred Channels	

USER PERSONAS

HIERARCHY



USER PERSONAS

THE BASICS

[VIEW MORE](#)

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