Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.

A persona template helps you to put yourself in the "shoes" of your user or client.

It helps you to identify your key target segments or type of user or client.

It reflects the "as-is-state" who they are now, not what you would like them to be or how you see them in the future.

By answering the template provided you will be able to create a "picture" of your client or user.

Further reading:
https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them
https://www.justinmind.com/blog/user-persona-templates/
https://econsultancy.com/customer-personas/

Name_____

Photo

DEMOGRAPHICS
- Age
- Gender
- Ethnic origin
- Education
- Occupation
- Salary / household income
- Location: urban / suburban / rural
- Family

VALUES & GOALS
- What do they value in their personal or professional life?
- What are their personal or professional goals?
- What are their hobbies/interests?
- What role they have in company they work for?

CHALLENGES/PROBLEMS
- What kind of problems or challenges impact the realisation of their goals?
- How could you help them to achieve their goals?
- How can you help them in overcoming the problems or challenges?
- What kind of problem or challenge they want to solve with your product or service?

MOTIVATIONS
- What is important to them when considering a product or service like you are offering?
- What motivates them to select your product or service?
- What experience are they looking for in your product or service?
- What drives their decision making processes?
- Who influences their decisions?

ANNOYANCES/FRUSTRATIONS
- What are the pain points of this person related to your product or service?
- What is their most common objection sfor engaging with your business, or buying your product or service?
- What are some of the potential turn-offs that would make the customer not return to your business?

INFORMATION SOURCES
- Where do they get their information from?
- What information sources do they use to get information on thre type of products and services you offer?

young social makers