

PERSONA WORKSHEET



Personas are fictional characters meant to represent the different user types that might use your service, product, website, or brand in a similar way. Use this worksheet to create a persona to help us better understand users' needs, experiences, behaviors and goals. Please create your personas based on **observations about real users** and not invented out of your assumptions about your users.

BASIC DEMOGRAPHIC INFORMATION

01. Name

02. Age

03. Location

04. Occupation

GOALS

List potential goals that the user may be trying to accomplish when visiting your website.

RELATIONSHIP TO YOUR ORGANIZATION

What is the user's relationship to your organization or how do they interact with you?

CONTEXT

How did this user first come to learn about your organization? In what ways do they keep hearing about it?

FAMILY / PERSONAL INFORMATION

Describe your user's family situation and/or a defining trait or characteristic they have.

DIGITAL HABITS

How technologically literate is the user? Are they comfortable using particular types of technology? What sorts of devices are common to them?

FEARS

What keeps your user up at night? What anxiety or fear could your organization address for them?