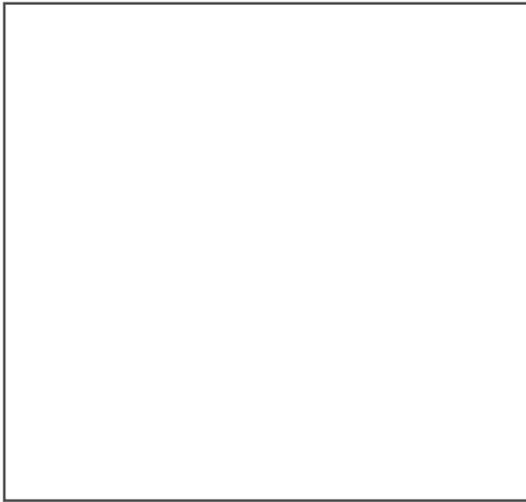


USER PERSONA

HOW TO USE THIS

Describe a person or user segment with a focus on needs, key insights sourced from research, problems and opportunities.



User's photo or drawing

NAME

OCCUPATION / ROLE

OTHER NOTES

ABOUT ME AND MY GOALS

WANTS AND NEEDS

What are this user's most pressing needs?

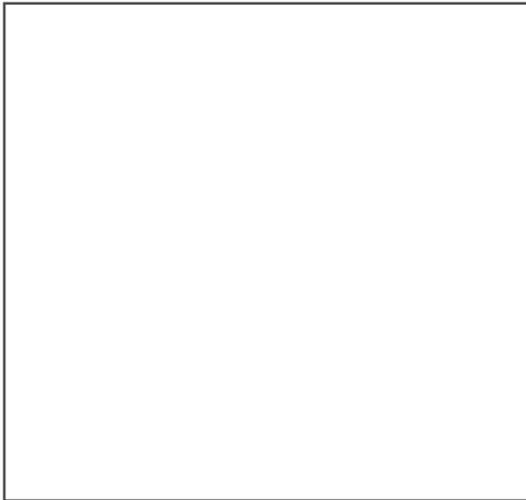
FRUSTRATIONS AND PROBLEMS-TO-SOLVE

What obstacles is this Persona facing and what problems are they trying to solve?

USER PERSONA

HOW TO USE THIS

Describe a person with a focus on needs, pain-points, and contradictions between what they say, feel, think, and do.



User's photo or drawing

NAME

OCCUPATION / ROLE

ABOUT ME AND MY GOALS

MOST PRESSING NEEDS OR PROBLEM-TO-SOLVE

FEEL

DO

THINK

SAY





The REACT criteria to check if the persona is good

REAL

Good personas aren't created in cubicles. Go where the users of your product are and observe them. Understand who the users are (or could be) based on who feels the need or pain-point you are trying to address. Then go talk to them, observe what they do, take a lot of photos of what you see.

Also, you're creating a persona that represents the customer you have now, not the one you wish you had. Their behaviors should represent what you actually see in the real world, not the behaviors you might want to create with your product. Does the persona feel like a real person, or just a convenient archetype?

EXACT

The persona should be exact and distinctive, not a generic 'females 25-35...' segment. If the profile is so generalized it can't drive any useful action. Also, with a generalized understanding of the customer, you risk your understanding to be only around the lowest common denominator.

If you want to drive real understanding and innovation, you need to be detailed, you need to bring to life real needs and pain-points from users of your product.

ACTIONABLE

If the persona doesn't inform how you sell stuff and build stuff, why bother? The Think-Say-Feel-Do checklist is a good way to help the persona respond better to your operational questions. Make sure that the persona you have created helps you answer key questions about the user it represents and the choices that the user may make towards your product.

CLEAR

If you hand the persona to a colleague, do they get a sense that they know the persona? Could they answer questions related to that user based on information provided in the persona? You could extend your persona with photos and other scrapbook items to help other people get a clearer picture of the persona.

TESTABLE

How will you know if you're right about this persona (because most of the time you won't be that right on the first go). Specifically, is the persona specific enough to be testable through discovery interviews? Do you routinely update it with new discoveries you make in the field?

Adapted from Alexander Cowan <https://www.alexandercowan.com/tutorial-personas-problem-scenarios-user-stories>