

Type: Primary/Secondary/Negative/Supplemental/Served/Customer

150 x 150

Name: FirstName LastName

Background

Date of Birth: 10/23/1990

Gender: Male/Female

Location: Iasi, Romania

Work place: Organization Name, Engineer

School: Palo Alto High School (if required)

Technology Level:(if required)

Main Points

Some points extracted from detailed description, that are specific for this persona and the reason we chose it. For example (**phrases are recommended not just simple list of points**):

- Experience with certain products;
- Dislikes about certain aspects;
- Disabilities relevant to our research;
- Working environment;
- Social connections;
- The user's goals.

Goals

Goals are the reasons users perform tasks, not the tasks.

- Practical Goals:
- Personal Goals:
- Business Goals:

Frustrations and Pain Points

Some of the difficulties the user has with the product.

- UI, Interaction, User Experience;
- Dislikes relevant to the research;
- Disabilities;
- Unreliability of the product;
- Difficulties in completing tasks;
- Problems with the product: slowness, hard to use, no feedback provided;

Detailed Description

"A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design." (Kim Goodwin, Cooper.com)

Regarding the persona type: Primary/Secondary/Negative/Supplemental/Served/Customer, these categories of personas are defined in [About Face 3.0](#) by Alan Cooper.

A few personal details regarding relationship to the application domain in which we will use the personas, work life, social life, teamwork etc.

This section should be structured as a story.

Regarding selecting goals it is recommended to be divided into:

- Practical Goals like: avoid meetings, being efficient;
- Personal Goals like: not feeling stupid (the product insults the user), getting an adequate amount of work done, having fun;
- Business Goals like: increasing student enrollment, getting good education.

List any prior experience that is relevant to the persona

- Experience with certain applications, products;
- Frequency of use.

References

- Fluid [Personas](#);
- An introduction to personas and [how to create them](#);
- [The Persona Lifecycle, Keeping People in Mind Throughout Product Design](#), John Pruitt & Tamara Adlin;
- This version of Personas Template includes microdata markup using [schema.org Schemas](#).

Scenarios

Develop and list a few scenarios in which your product is used (when, how and with whom it is used) by this persona. In developing these scenarios consider the Main points, Goals and Frustrations & Pain Points. Describe the scenario in a few phrases and also establish a few end points. Images could be used to describe the scenarios.

Other Details

Other details regarding this persona.