

PERSONA

A persona, also known as a user persona or member persona, is a fictional representation of a typical user or member of a specific service. It is created to help understand and empathize with the needs, goals, preferences, and behaviors of the target audience.

PERSONA DIRECTIONS:

1. **Name:** Choose a name for your persona that you can easily refer to throughout your work.
2. **Picture:** Find a real picture of a person that you can empathize with. Look for images of individuals who represent your target audience or user base.
3. **Personality Type:** Consider the personality type of your persona. If possible, gather information about their Myers-Briggs or other personality profile. This will help you understand their behavioral tendencies and preferences.
4. **Skills:** Identify the skills that your persona possesses. Determine if they are tech-savvy, hardworking, well-organized, or have any other relevant skills that are important for your product or service.
5. **Demographics:** Gather information about your persona's demographics. Determine if they are married or single, their age, whether they have children, and where they live.
6. **Goals:** Identify the goals and objectives of your persona. Understand what they aim to achieve by using your product or service.
7. **Quote:** If possible, include a quote from a real interview with your target audience or user base.
8. **Background:** Ask a member or research the career background of your persona. Understand how long they have been in their current role and explore any previous roles they have held.
9. **Motivations:** Determine what motivates your member. Identify factors like convenience, speed, or any other aspects that drive their decisions.
10. **Frustrations:** Identify the core frustrations of your persona. Understand the pain points and challenges they face in their daily life.
11. **Technology and Platforms:** Determine the technology and platforms your member uses. This could include podcasts or social platforms.
12. **Brands:** Identify the brands that your member enjoys or is loyal to. Understand their preferences and services based on their brand affiliations.

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PERSONA

Name: _____

INSERT PHOTO

Bio

Goals

- _____
- _____
- _____

Frustrations

- _____
- _____
- _____

Motivation

Achievement _____

Personal Growth _____

Efficiency _____

Convenience _____

Personality

Introvert _____ Extrovert _____

Analytical _____ Creative _____

Loyal _____ Fickle _____

Analytical _____ Creative _____

Preferred Channels

Web _____

Text _____

E-Mail _____

Social Media _____

Brands

Age: _____

Work: _____

Family: _____

Location: _____

Character: _____

_____	_____
_____	_____