



HOW TO CREATE A PERSONA

DESIGNED TO HELP YOU TALK ABOUT AND MAKE DECISIONS AROUND YOUR USERS.

Personas are based on real people so it's important to research real users and not base them on best guesses or assumptions. Persona research comes from a variety of sources. A good place to start is with your internal stakeholders. Then, some form of interview, contextual inquiry, or ethnographic research should be performed. This research is not just key, it's required.

To help you fill in the blanks on the cutout we've summarized each one below. Good luck!

FRONT

NAME

Naming the persona helps give them an identity. This allows for easy reference in design decisions and keeps your users top of mind and real as opposed to concepts like "the consumer".

PERSONA DETAILS

Persona description is usually something that best describes what connects the group being personified (e.g. installer). It's important to capture these details to give a complete picture of the persona. Environment relates to physical, psychological and organizational environments (e.g. where is it used? Is it noisy? Are they alone or on a team? Is it used on-demand or deadline driven? Is it used under stress?)

PERSONA TYPE

Keep your personas straight by clearly identifying them as a User, Customer or User and Customer.

PRIORITY

Prioritizing your personas will help focus your design on more important or valued users (primary). Ranking can be based on business focus, frequency of use, criticality of use, etc.

ROLE CHARACTERISTICS

This is the role of the persona in relation to the product. For example, a product like a cash register has a cashier role and a manager role with differing functions. Role is not job title – a salesperson can have a cashier role. Domain Experience is how many years experience they have accumulated in the role including their current role.

SYSTEM FREQUENCY OF USE

How often do they use the product or service? How long do they use it for at a time? Fill in the pie chart to give a visual sense of information.

KEY ATTRIBUTES

What percentage of your user population does this persona make up? What is their knowledge on this product or service? How much confidence does this user have to use the features of the product or service?

BACK

QUOTE

A quote gives the persona some identifiable personality.

DESCRIPTION

Writing a brief summary of the persona allows you to capture things in clearer context. The who, why, and wants are simply to guide you.

FRUSTRATIONS/CONCERNS

What are the persona's key pain points with the product or service?

GOALS & MOTIVATIONS

The goals are the desired achievement and the motivations are what drives the achievement. It should answer the question "Why do I use this?"

ROLE ATTITUDES

How does this persona feel (happy, etc.) about their role?

TRIGGERS

Is the use mandatory or optional? What causes the persona to use the product or service? Can the user achieve the same desired result without using it or by using a different method?



THE AKENDI PERSONA TEMPLATE



Once you've created your persona, simply cut out, fold wings, and place on your desktop for easy reference.

FOLD

FOLD



PRIORITY

- Primary
 Secondary
 Tertiary

ROLE CHARACTERISTICS

Role

Role Function

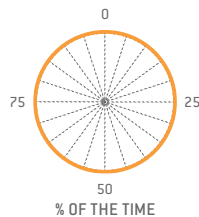
TIME IN ROLE
(PER DAY)

DOMAIN EXPERIENCE
(YEARS)

IN CURRENT ROLE
(YEARS)

System Frequency of Use

- HOURLY
 DAILY
 WEEKLY
 YEARLY



NAME

Persona Details

Description

Occupation

Age Education

Marital Status

Family Make Up

Environment

- OFFICE
 HOME
 ON THE GO

PERSONA TYPE

- Customer
 User

KEY ATTRIBUTES



% OF ALL USERS

Domain Knowledge



Confidence





Quote

“ ”

DESCRIPTION

NARRATIVE OF PERSONA

WHO

WHY

WANTS

FRUSTRATIONS/CONCERNS

ROLE ATTITUDES

TRIGGERS

GOALS & MOTIVATIONS

- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶

- ▶
- ▶
- ▶
- ▶
- ▶

- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶
- ▶