USER PERSONA TEMPLATE

Filled from user interviews

uiuxdesignservices.us

One user group, one persona

Initial

1 NAME LABEL AND ROLE

First name .....

Job title .....

PERSONA TYPE

○ Proto-persona ○ Qualitative ○ Statistical

10 RESEARCH BASE

Methods .....

Interviews .....

Dates .....

LAST UPDATED

.....

2 CONTEXT OF USE

Where, on what device, under what pressure

IDs .....

3 REPRESENTATIVE QUOTE

One verbatim line with its participant ID

IDs .....

4 GOALS AND MOTIVATIONS

End goals in their work, not features

IDs .....

5 KEY BEHAVIORS AND TASKS

What they do, how often, with which tools

IDs .....

6 BEHAVIORAL VARIABLES

Variable 1

Left label — Right label

Variable 2

Left label — Right label

Variable 3

Left label — Right label

Variable 4

Left label — Right label

Variable 5

Left label — Right label

7 FRUSTRATIONS AND CURRENT WORKAROUNDS

What breaks and how they get around it

IDs .....

8 NEEDS FROM THE PRODUCT

What the product must do for them

IDs .....

9 DESIGN IMPLICATIONS

3 decisions the team will change

IDs .....