

# Persona Creation Template

Name: \_\_\_\_\_ Age: \_\_\_\_\_

My Job/Role: \_\_\_\_\_ Gender: \_\_\_\_\_

A sentence about me: \_\_\_\_\_ Web Savvy: \_\_\_\_\_  
(1-10)

---

What do I want and why do I want it?

What gets in my way?

How do I currently complete my tasks?

My top 3-5 tasks:

## Easel-Sized "Post-It"

Replicate this simple template, post it to a wall, and let your users fill it out.

Do not coach their answers. Simply help them understand what you are asking. If users disagree, consider that valuable input.

A task-focused way to gather information directly from users.\*

## The Essentials

"You" here refers to your users filling out the template, not you personally!

### Name

Give the representative user a real name.

### Age

How old is the typical user that represents this role or group?

### My Job/Role

Job title, primary function in an organization, or role as it relates to your digital product (i.e. "household decision maker").

### Gender

Is this group of users typically a certain gender? If no, choose for the sake of creating a representative picture.

### Sentence About Me

What makes this person tick? If you had to describe them in one brief sentence, what would it be?

### Web Savvy (1-10)

One means total novice. Ten is a power user who can teach others.

## Task/Job Details

### What do I want (and why do I want it)?

Users know what they need to accomplish their goals and they know best why they need it. Focus on the way they do things right now.

### What gets in my way?

Users typically answer this question with copious detail. They know what frustrations their efforts. They are eager to tell you.

### What are my top 3-5 tasks?

These are the top things a user must do to complete their job, reach a goal, or just plain get things done.

### How do I currently complete my tasks?

Here's where users will tell you about work-arounds, reference material, help sources, standard procedures, habits, and so forth.

\* For best results, pair persona user research with direct user observation.