

Persona Template


Aurora Harley, User Experience specialist at the Nielsen Norman Group, explains that there are six common pieces of information that make up a persona:

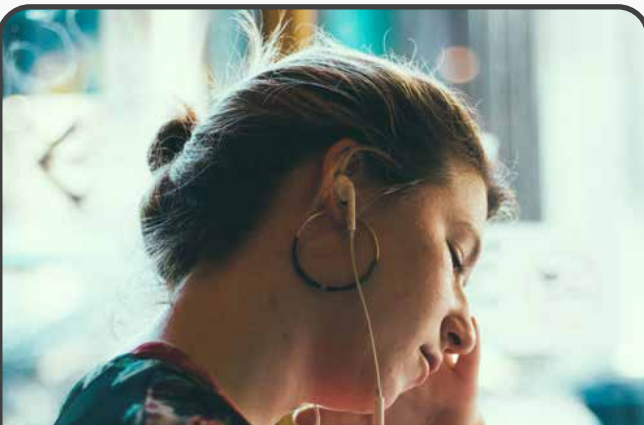
- Name, age, gender, and an image of the persona, preferably including some context in the background
- A tag line, indicating what the persona does or considers relevant in his or her life
- The experience and relevant skills the persona has in the area of the product or service you will be developing
- Some context to indicate how they would interact with your product or service (e.g. the voluntariness of use, frequency of use, and preferred device)
- Any goals, attitudes, and concerns they would have when using your product or service
- Quotes or a brief scenario, which indicate the persona's attitude toward the product or service you're designing. If the persona already uses an existing product or service to meet his or her needs, you might describe the use of that here.

These elements can then be combined into a layout, which is the same for every persona you create in a project. As you'll most likely develop more than one persona for a design problem, to cover the whole breadth of your user group and the diversity of characteristics in it, keeping to one layout will help you communicate the variety in personas clearly. Below is an example of what such a layout could look like, when filled with the research data and fictional components.

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 <p><i>Insert a photo of your persona here</i></p>	<p>Name <i>Give your persona a memorable name</i></p>
	<p>Age <i>Give a precise age which falls into the representative age band for this persona</i></p>
	<p>Psyche <i>Is your persona an introvert or extrovert?</i></p>
<p>Background</p>	<p><i>What is the occupation of your persona? Describe their main responsibilities and issues at work.</i></p> <p><i>What is their education level and familiarity with technology?</i></p> <p><i>What are their roles, other than work (e.g. mom, caregiver, volunteer), and what responsibilities do they bring?</i></p>
<p>Emotions and attitudes</p>	<p><i>What is the persona's attitude towards technology, the company, the information?</i></p>
<p>Personal traits</p>	<p><i>Describe any personal traits that might impact on your project, e.g., is the person a fast and keen learner, do they embrace or resist change, are they enthusiastic, would they make a good ambassador for your solution?</i></p>
<p>Needs</p>	<p><i>What are the needs of this persona that could be addressed by your project? Why do they arise? Do these needs come into conflict with requirements arising from the persona's other roles?</i></p>
<p>Situations</p>	<p><i>What are the situations this persona finds themselves in, with respect to their needs? Give an account of these situations, for example, by describing the way this person currently addresses their needs, or giving an account of how they go about their business during the day.</i></p>
<p>Scenarios</p>	<p><i>Create some scenarios that show how the person manages to solve their needs in a new way, using your product. The scenario should have a beginning (presents the user and what the persona wants to achieve), middle (what the user does with your product and the persona's motivation for pursuing the goal) and end (describes whether the persona succeeds in his or her intentions).</i></p>



Rebecca

Casual audiophile

Age	26
Occupation	Frontend developer
Education	Bachelor degree
Marital status	Single
Location	Mountain View
Online locations	Work and mobile
Computer(s)	iPhone and MacBook Pro
Internet usage	8-9 hours



Music is essential to Rebecca's life. She is listening to tunes almost every second of her life, particularly while working.

Obstacles Rebecca faces:

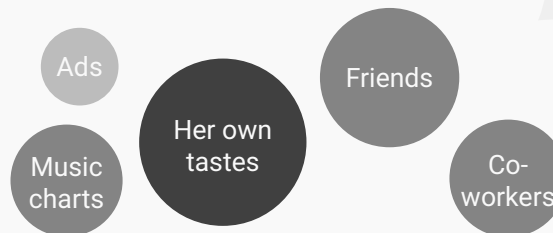
- Too busy to explore new music artists she might like
- Streaming music consumes a lot of data

How will Rebecca interact with Spotify?

Questions Rebecca will ask:

- How do I keep updated on new releases by artists I follow?
- How do I learn of new artists I haven't heard of?
- Can I listen to music in a data-efficient manner?
- How can I listen on both my MacBook and my iPhone?

Who influences Rebecca?



Rebecca's situation

Goals, motivations:

- Listen to great music to keep her productive at work
- Relax and unwind at the end of the day
- Superior music quality for full enjoyment of tracks
- Expand the circle of music artists she listens to

Key words

music, jazz, r&b, pop, artists, new releases, top charts, background music

Rebecca's story

Music is a big part of my life; I like to think that I always have a "background music" running in each scene of my life. I love working while listening to music; somehow, it gives me a lot of focus on my task.

I regularly talk to my co-workers about music and singers — that's what we like to talk about over lunch. We're constantly looking for new artists to inspire us and to expand our music library, but lately it seems a little tough to do that. Everything seems to have a "filter bubble" effect, and we keep listening to the same genres and artists.

I really enjoy finding new artists that match my subjective taste, and most of the times I get those from my close friends. I wish there were a way to find more music and artists without having to rely on the serendipity of life!

Example of a persona that shows the six main elements you should include. Name, age, gender, tag line, experience and skills are placed on the left-hand side. The middle column focuses on the context to indicate how they would interact with a product or service. Finally, on the right-hand side some goals and concerns are shared, as well as a short scenario to indicate the persona's attitude.

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