

Persona card

Client, date:

Name

Use realistic names. Don't use colleagues' names.

Sketch

Description

What type of persona? Use the most descriptive differentiators.

Quote

Create a suitable quote that the persona would use.

Who is it?

Sketch the persona's profile: age, job title. Think about ten or more definitions.

What goals?

What are the persona's motivations? What are the persona's drivers?

What attitudes?

What is the point of view? What is the expectation of service company or brand? What motivates the persona to go to a website, shop or a service?

Behaviour?

What does she or he do? Tell stories about the behavior when using the service.