Creating Behavioral Personas

To learn more about how to create behavioral personas, visit insert-url-here to download our guide to this worksheet.

Use the following framework to first identify your user personas based on their product behavior and then track their performance over time against key milestones.

Step 1: Identify your main user personas

Start by organizing a brainstorm with your team to come up with the key behavioral personas that would make the most sense to create for your product and business.

Is it power users, inactive users, and infrequent users? Is it window shoppers, high-value shoppers, specific item shoppers? Something else?

This should be a brainstorm. Here's how it works:

1. Everybody in the group writes down the personas they think make the most sense for the business (5 minutes)

2. Discussion and alignment (20-25 minutes)

List the personas you end up with:

Step 2: Map behaviors to your persona groups (in a brainstorm)

Now, map those personas to actions in your product. Start with the actions you identified in our guide to segmenting your users. *What are the actions that most define getting value in your product? Then start figuring out if those are the actions that matter for each group.*

Persona			
Behaviors	– – –	– – –	– – –

Next, look at frequency. How often do different groups of users perform the actions that you've identified as meaningful in your product?

Persona	Action	Frequency

Step 3: Map behaviors to your persona groups (with data)

Now, dig into your data. The goal is to end up with 3-5 behavioral groups.

Start with the hypotheses you made in Step 2. Now look at the data and see how well the data correlates with your ideas.

The goal here should be to find **distinguishing characteristics** that separate groups from one another. Does doing an action 6 times in a week make someone a power user? Or 7?

This will likely involve some discussion and iteration. That's ok.

When you're done, list the personas here. This will be your master list!

Persona	Definition

Once you have a sense of the behaviors that distinguish each group, check the proportions with the hypotheses you made when brainstorming your personas in Step 1. You may need to modify the groupings you created in the previous step.

Next steps

If you have time, you can start digging into the differences between groups.

Demographic data:

Consider bringing in demographic data into your groups. How do demographics influence different personas' behavior?

Persona	Key Demographic Data

Moving from one group to another

If you're looking to increase a certain behavior, then you should look at the actions users would need to take to move from one group to another. What actions would users need to take to move from one persona group to another?

Personas	Persona 1 ⟶ Persona 2	Persona 2 ⟶ Persona 3	Persona 3 ⟶ Persona 4
Actions	– – –	– – –	– – –