Instruction Sheet: Persona Creation

**WHAT IS IT?**
A persona represents a cluster of users who exhibit similar behavioral patterns in their use cases of a product. Behaviors, attitudes, and motivations are common to a "type" regardless of demographics.

**WHY USE IT?**
Persona creation is a good way to summarize ethnographic research and to empathize with customers.

**HOW TO BEST USE IT?**
Given research priorities, a persona should be used to inspire concept creation and development for a user group.

*Complete the different fields in the worksheet based on your research/interviews to arrive at a persona*
Template for Persona Creation

(Picture)

Customer Segment

First Name

Job Title

Main Goal:

Scenario:

Quote:

Value Drivers:

High tech

Low tech

Independent

Dependent

Trusting

Skeptical

Core Traits

Needs

Frustrations