User Persona Worksheet

Step 1: Define the Top 3 Business Goals for Your Organization.

Step 2: List Your Key Audiences / Stakeholder Groups.

Step 3: Prioritize Them.

List your top 3:

Step 4: For each Priority Audience, answer the following questions:

Underlying Goals:
What are they trying to accomplish? Why?

Needs and Motivations:
What do they need from you? Why would they find you valuable?

Demographics and Characteristics:
What is their age, education, location, income?

Attitudes and Mindset:
What are their mental models, assumptions, feelings, pain points?

Behaviors and Typical Engagement:
What are the touch points you have with them? What are their daily routines or habits?

Photo

Name:

Stakeholder Group:

Age:

Description

Goals

Needs

Attitudes and Mindset

Behavior and Engagement