

# NAME



Did you choose an authentic name that evokes empathy and makes stakeholders believe that this persona is real?

- Does the name match the geography and nationality of your persona?
- Did you take name trends into consideration?
- Is it easy to pronounce and remember the name you choose?
- Don't pick the names of public people.
- Avoid names with negative associations.
- Don't pick too generic names.

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*Use a memorable title for your persona along with the name, i.e. Tim the Techie*

# PHOTO



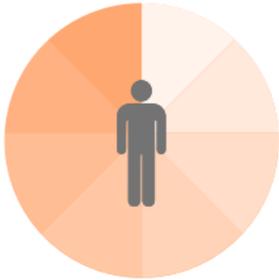
Is the photo you  
picked realistic and  
shows the  
appropriate context?

- Does the photo match the name, age and nationality of your persona?
- Are the faces visible?
- You can find one of your fans on FB and ask them if they're okay with you using their photo.
- Avoid staged stock photos and models.
- Don't use photos of famous people or your friends.
- Do you have the permission to use the photo?

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*It's best if a photo provides some context*

# DEMOGRAPHICS



Do you focus on the demographics that have an impact on your product / service?

- Are the demographics in line with the name and photo?
- Did you add age, marital status, location, nationality, income?
- Do you describe your real personas or what you want them to be?
- Don't use demographics as the main differentiator between personas.

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*Keep in mind behavioral trends, i.e. a 40 year old housewife is unlikely to use Twitch*

# BACKGROUND



Does the background give your persona a story and tie all the details together?

- Make sure the background isn't made up but based on research data.
- Did you include previous experiences your persona had with the product OR service?
- Did you find out what personas used for the same purpose before your product came along?

*Avoid long background descriptions full of irrelevant details that will clutter your persona*

# GOALS



What is the end goal of your persona?  
Goals are actually why customers "hire" your product.

- Is the goal you've written clearly stated and specific this the end goal of your persona?
- Peel the layers of the onion with 5 "why's".
- Do not include goals that are too global and have no connection to the product.
- Be sure to not confuse product features with user goals, i.e. short lines.

*Each time you write down the goal, ask WHY your persona needs it. This will help you dig to the root*

# MOTIVATIONS



Does the motivation you found lead to your product or service enhancements?

- What are the things that can increase user efficiency, effectiveness, and satisfaction?
- What drives your persona and motivates to start and/or continue using your service?

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# FRUSTRATIONS



What frustrations can you eliminate to make customers feel safer and more likely to return?

- What takes too much time, discourages or prevents the persona from reaching their goals?
- Do you make assumptions about what pain points might be? Real pain points pop up only in real life.

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*People don't always talk about frustrations. They often don't even know about any pain points until the moment they start to interact with your product/service.*

# EXPECTATIONS

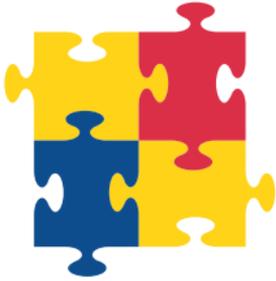


People have certain expectations when they come to you even if they don't know what to expect.

- What do people expect from the service and the service provider?
- Most expectations are based on customers' previous experiences (with your competitors or related services) and word of mouth
- Do you know the expectations that will help tailor your approach and convert customers faster?
- In what way did your customers achieve their goals in the past? What are they used to?

*E.g. "This new social network will be just like Facebook; low price = low quality"*

# CHALLENGES



What are the challenges your customers have had and how can you help to overcome those challenges?

- What are the challenges your persona face when trying to accomplish their goals?
- Is there a way you can address them via your product/service?
- Are you sure you identified ad solved the real challenge and not just a piece of the bigger issue?
- Is it possible that the cause of this challenge is because of a flaw in your product/service?

*Challenges are best exposed when observing the customer interacting with products/services*

**ENGAGE** | **MINT**

# SKILLS



How skilled are your customers in a certain field? This will highlight the differences between your personas and guide you toward optimal solutions.

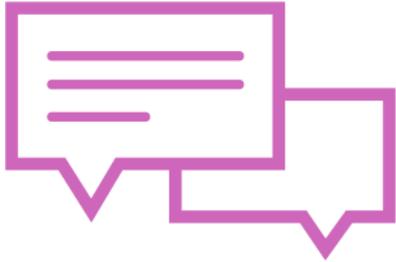
- Do you enable customers to use skills that are relevant to the product?
- How is the persona proficient in this skill?
- Do you take advantage of your customers' skills?

Look For:

- Digital skills
- Concepts the persona is familiar with
- Knowledge of certain technologies

*You may have novice users and experts which need to be treated differently, make sure your personas capture these differences.*

# QUOTE



Do you capture what customers say about your service? Nothing is better than the real voice of your customer.

- What do customers say about your service?
- What motivates them?
- What frustrates them?
- What matters to them most?
- How do they describe their end goals and expectations?
- Why are they interested in what you offer?

*Avoid irrelevant or too generic phrases.  
e.g. "I love technology!"*

# NEEDS



Are you describing detailed and low level requests and wishes related to completing particular tasks? These are complementary to user goals.

- What does your persona need while trying to achieve the main goal?
- *E.g. Silvia is about to get a new van. The goal is to fit the whole family when they go to the sports game. The need might be a child safety lock.*

*When asked, people often find it hard to think of specific needs, They have higher-level goals in mind. However, needs are best exposed in the process of direct interaction.*

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# CONTEXT/ ENVIRONMENT



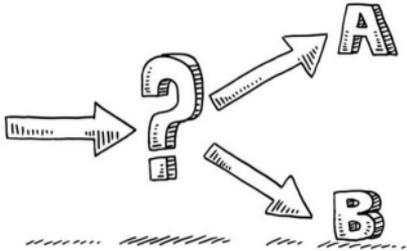
In which context and environment do interactions between the persona and service happen?

- In which context does the interaction happen? Is your persona sitting comfortably at home on their laptop?
- Or are they stuck in line waiting for the game to start?
- What other details can you give to have a better understanding of the user needs?

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*A real photo of a customer in the midst of interaction is best, but a textual description will do the job as well.*

# SCENARIOS

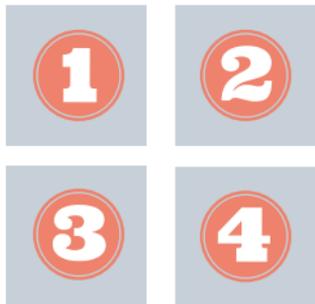


Does the scenario capture the way the customer interacts with you and your service and let you dive in and fully experience the process they go through?

- What is the key task (or set of tasks) the customer wants to perform?
- What is the context in which the interaction happens?
- Walk through the process step by step with the customer.
- Are you describing the context, external factors, motivations, actions, and reactions along with the goal?

*Leave out unneeded details like "John clicks on the purple log in button to log in"*

# STORYBOARD



Does your storyboard help communicate your ideas effectively and build more empathy? This might be a nice visual addition to scenarios.

- What is the scene and the main characters?
- What is the goal they're trying to achieve?
- Develop a plot in which the character(s) is trying to achieve the desired goal in the context.
- Visualize it!

*Using real photos is great but a sequence of any pictures will do as long as you keep it visually engaging and matching your setting.*