

## NAME

Use a realistic name. Don't use names of colleagues or celebrities.

## DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

## QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.



## WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.



## WHAT GOALS?

What is the supreme motivator? What are (latent) needs and desires?



## WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.



## WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).  
What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits. Be specific, which one is more important? Or a mix of?

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?

