



What are the Persona's relevant characteristics and behavior? For instance, demographics, such as age, gender, occupation, income, psycho-graphics, including lifestyle, social class, and personality - Also, behavioral attributes like usage patterns, Online behavior, brand loyalty, car they drive, related brands, reasons for wanting to use your product or service.

DETAILS



Based on details, describe a day in the life of your Persona... What is a typical Sunday? What is a typical Monday? Where do they shop? Where do they eat? What websites they visit? Who do they interact with and why? Who are their friends and family? Pretend you know them, and describe how spending time with them would be like.

STORY



What does your persona look like (male or female)? Name your Persona. Choose a realistic photo or realistic description. Make sure you & the team are in alignment and start using the Persona's name going forward.

PICTURE



What problem or problems does the Persona want to solve or which benefit does the character seek? Why would the Persona want to use or buy your product? How does your product provide a unique answer that other similar services or products can NOT? What unique things can your product or service solve that the Persona would need? What makes you different?

GOAL