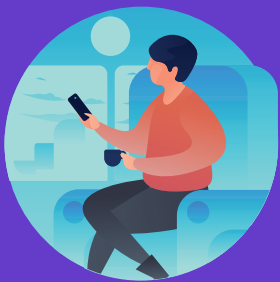


CREATING THE USER PERSONA



INTRODUCTION

User Persona is a fictional person who represents the ideal user of your product or service.

Personas are created based upon your research in order to illustrate the different user types that might use your service, product, site, or brand in a similar way. **Creating personas will help you to understand your users' needs, experiences, behaviors and goals.**

The better you know your audience, the more effectively you can target a specific group of people. By addressing only a particular group of the right people, you will be able to **get the desired conversion rate for your product or service.**

Through this template, we can help you to create accurate Personas.

THE IMPORTANCE OF USER PERSONAS

You should note that every user is different and unique, and that every product or service has its own unique attributes, characteristics, and things to offer. For a prosperous and desirable product, it is essential to study these users and map their behavior and demographic patterns.

Moreover, creating User Personas helps to guide you in producing content and/or services that match users' needs and tastes. Also, it affirms who you want to market to and who you don't. It's like a checklist of what works and doesn't work with your users.



HOW TO CREATE USER PERSONAS?

Before you start to create Personas, you should consider taking some steps:

1. Plan your endpoint

Before jumping into creating User Personas, you should decide on a goal. Is it a purchase or signup? Is your goal to have engaged users? Defining your endpoint helps to clarify your Personas' attributes and it will be easier to choose your ideal one.

2. Do your research

It is essential to gather enough qualitative and quantitative data that you can use while creating your Personas. You can do an online survey, interviews, or you can use Google Analytics data from your website as well. Also, during a discussion, you can easily ask questions which you would like to use in your Persona templates. Remember to keep focusing on the major needs of the most important user groups.

These steps will help you to look for patterns and trends among your future users. Start to organize these data into subgroups accordingly, and you can begin to work out your personas.

USER PERSONA TEMPLATE

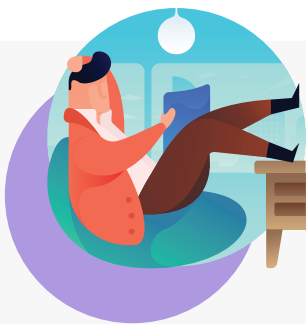
Tips to fill out the template:

1. The more information you have, the more specific your Persona will be. However, beware of getting too detailed. You don't want to get carried away and begin targeting a single individual that may not exist.

Also, keep focusing on the context of the product you're designing and do not include details that will not affect the final design.

2. A well-written Persona (being specific and realistic) will help you find ideal customers in real life for your testing and validating purposes.

3. In the demographic profile, you can include relevant personal and professional background, user environment, and psychographic (attitudes, motivations, interests, and pain-points) data.



Name

Give your user a memorable name.

Choose a picture that accurately illustrates your Persona. It will help you to imagine him/her much better.

Quote

Write a quote which sums up who they are and what their situation is.

Demographic profile

- What is their age?
- What is their marital status?
- Where do they live?
- What is his/her education level?
- What is the job of your Persona?
- Describe his/her primary responsibilities and issues at work:
 - What industry do they work in?
 - What's the size of their organization?
 - How is their job measured? Who do they report to?
- What are their interests?
- What are their favorite brands?
- What tools do they use in their free time and for what?
- What tools do they use or need to do their job?
- How do they prefer to communicate?
- How do they gain information for their job?
- What social networks do they use?

Needs and Goals

- What are the needs of this Persona that could be met by your service?
- In which situations do these needs come up usually?
- What are their goals or objectives?
- What are their biggest challenges?
- What tools or solutions do they use now for their problems?

Scenario

Describe how a Persona would interact with your product in a particular context to achieve his or her goal(s).

USP of product/service

What benefits do your product/service offer to the Persona? How will your solution ease your Persona's life?

USER PERSONA

Product:

Electric vehicle renting application, listing all vehicle providers in one application.



Cristopher Lawson

Quote

“During my travels, I wanna use local vehicles to discover new places and to be environmentally friendly.”

Demographic profile

- Male, 20–50 years old
- Living in the city or near to it
- Using mobile applications for renting transportation vehicles
- Traveling to big European cities
- Interested in using electric transportation vehicles
- Has to use multiple apps to find an available vehicle in the city; it's inconvenient and time-consuming.
Currently, uses 2 or 3 apps simultaneously when arriving at the new city, this way he can find the most suitable vehicle for himself to rent

Needs and Goals

- Renting electric transportation vehicles in big cities as a tourist
- Using mobile apps for renting the vehicles
- Doesn't want to use multiple mobile applications for renting the vehicles
- Needs a mobile application which can browse all the electric vehicles available in the city
- To quickly see all electric transportation vehicles in the city that are available for rental
- The biggest challenge is to find a vehicle through several applications

Scenario

“I hope that prior to my next planned vacation to Berlin I can comfortably check all providers at one place and book an e-car in advance using my bank card.”

USP of product/service

A mobile application that can browse all the electric vehicles available in the city. This allows users to see all available options at once and to spend less time searching for the available vehicle.

USER PERSONA TEMPLATE



Demographic profile

Quote

Needs and goals

Scenario

USP or product/service