I would use this one as a primary model, but you can add any additional helpful and relevant elements.

Diane McAvoy
Local parent

"I have so much going on between my job and taking care of the kid, I can't remember a damn thing without my iPhone."

Goals
Find a few places for reliable family outings that don't require a lot of planning.

Entertain her family members when they are out of town.

Keep learning throughout her life.

Stats
33 years old
Married with a 5-year-old child
Lives in Chicago, IL
Account manager for a large health care company

Behaviors and habits
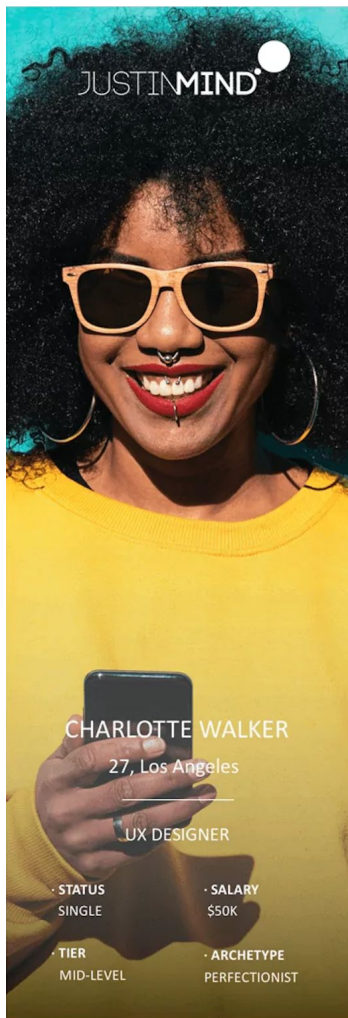Works from home two days a week. Does most of her shopping online. Weekend routine is one day for "fun" and one day for errands and chores.

Technology and skills
Diane is a multi-device user. Has a work-assigned Windows laptop that she carries between home and the office, as well as an older MacBook and an iPhone for personal use. The family shares an iPad 2. Because she is pressed for time, she has strong habits, no patience, and little motivation to explore.

Relationships
Lives with husband and son. Has large extended family. Sisters often visit and bring their children.

JUSTINMIND

PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding

BIO

Charlotte recently started a new job as a UX design in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.

"I want to help my team deliver great user experiences"

Behavior

Overseeing builds

Writing specs

Designing features

Meetings

User testing

Motivations

- IMPACT
- TEAMWORK
- PROMOTION
- USER NEEDS

CHARLOTTE WALKER

27, Los Angeles

UX DESIGNER

- **STATUS**
  SINGLE
- **SALARY**
  $50K
- **TIER**
  MID-LEVEL
- **ARCHETYPE**
  PERFECTIONIST

Goals

- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

Influences

- · CREDIBILITY
- · BLOGS/ FORUMS
- · COLLEAGUES
- · PSYCHOLOGY
- · TECHNOLOGY
- · UI TRENDS

Frequently used apps

Justinmind

Google Calendar

PocketGuard

Jack Rowland

Age: 45
Work: Operations/Support
Family: Married
**Location:** Seattle, WA
Character: The Authentic

Bio

Jack as been working in customer support for the past fifteen years and loves it. He is very tech savvy and enjoys helping others. On a daily basis, he provides customer service and audits accounts focusing on KPI. When there's a problem, he always prefers to deal with clients personally. He wants the system to be easy and intuitive so he can find solutions easily.
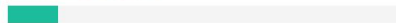
Preferred Channels
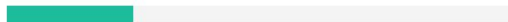
Traditional Ads

Social Media
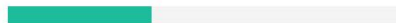
Referral

Guerrilla Efforts & PR
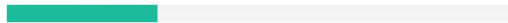
Motivations

Designer Products

Eco-Friendly

Personalization

Low Prices

Convenience

Social

Goals

- To reduce churn
- To help educate advertisers
- To transition toward email / automated customer service

Frustrations
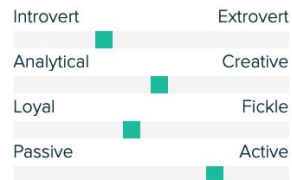
- Confusing UX for advertisers leading to increased tickets
- Logging the calls manually
- Multiple steps to completing a ticket

Personality
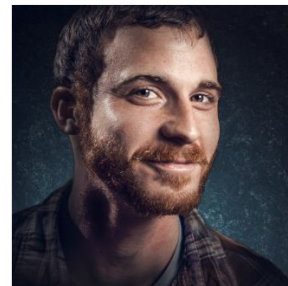
Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

Passive — Active

Agreeable

Accessible

Dependable

"I want to optimize how the support ticketing system works to capture product feedback better."

Intercom

LOS ANGELES LAKERS

Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS

Age:	25
Location:	Sao Paulo, Brazil
Education:	Software Engineer
Job:	Q/A at Indie Game Company
Family:	Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping

GOALS

• Discovering new books / authors to read
• Finding unique stories
• Cataloging book collection

FRUSTRATIONS

• Keeping track of different series
• Forgetting a book launch date
• Finding space for more books

READING HABITS

• Fast pace reader
• Never lends books
• Likes hardcovers and boxed collections
• Pre-order books to get them first
• Reads eBooks, but prefer physical copies
• Always finishes a book
• Loves binge reading and re-reading

FAVORITE BOOKS

American Gods
Neil Gaiman

Harry Potter
J.K. Rowling

Ready Player One

Imaginative
Neat
Smart
Passionate
Collector
Techie
Geek
<3
Shy
Feminist
Control Freak

User Persona Type

Age: 1-100
Work: Job Title
Family: Married, kids, etc.
Location: City, state
Character: Archetype

Personality

Introvert		Extrovert

Thinking		Feeling

Sensing		Intuition

Judging		Perceiving

Trait 1   Trait 2   Trait 3   Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
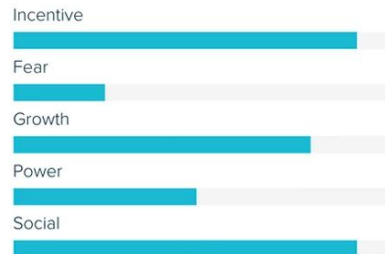- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR