Persona Development Worksheet

Persona:

Background		
Employment & relationship with company	Persona's role within the company	Relevant background info, hobbies, education

Demographics				
Age range	Household income	"Urbanicity"	Gender	Other?

Identifiers	
Buzzwords	Mannerisms

Pains & Gains		
Pains/Challenges	Gains/Goals	How we help solve those pains & gains

In Their Words		
Real quotes (from interviews)	Common objections (from interviews)	How would you describe your solution to this persona?