

Employee Persona Template

NAME

Use a realistic name for your persona.

DESCRIPTION

What type of persona is this?

QUOTE

Provide thoughts or words from the persona that capture the essence of who they are.

PICTURE

Draw a picture, cut from a magazine or print from a webpage and paste here.

WHO IS IT?

Describe the personal profile, age, location, job title, and other characteristics of the persona.

MOTIVATIONS

What motivates the persona? What are their (latent) needs and desires? What is their point of view?

GOALS

What is the persona trying to accomplish?

BEHAVIORS

What do they do? Tell stories about their behavior as it relates to their role. Describe how they communicate. What messages do they respond to? What are big frustrators?