The Persona/User Profiles sheet is designed to describe a potential user/customer of a solution, which helps to maintain a consistent understanding of a target audience. The persona is named and described as precisely as possible

DIY: Persona/User Profiles

Project/Problem Area:

Date and Time:

Name of persona

Instructions: "Determine name, sex and age. Add more attributes

iNEXUS STEM Research

Description of the persona (1)

Who they are (Background, Demographics, Personality)

Moodboard/sketch (6)

Visualization (A quick visual reference of their environment or style).

Jobs to be done (2)

Goals/Motivation (What the user is trying to accomplish).

Influencer (7)

Social Context (People, organizations, or media that affect their decisions).

Problems/pains (4)

Challenges (Current obstacles or negative experiences).

Trends (8)

Future Context (Societal, technological, or market changes impacting them).

Gains (5)

Evaluate the answers and define the characteristics

Use cases/application scenario (3)

Context (How and when the persona interacts with the problem/solution).