User Persona Template

 **User persona – *{Insert Client Name}***

|  |  |
| --- | --- |
| **User Persona Type:** e.g. Prospect | **Sector:** e.g. IT |
| **Rank:** e.g. Mid to Senior | **Gender:** Male / Female  |
| **Age:** e.g. 31-40 | **Persona name**: e.g. Geoff |
| **Decision maker:** Yes / No  | **Visiting to:**e.g.Become a new client |

**User Goal(s)**

|  |  |  |  |
| --- | --- | --- | --- |
| **User Goals** | **Convincers** | **Enablers** | **Barriers** |
| #1 What do you want the user to do on site? | * How will you convince them to carry out this action?
 | * What will enable them to carry out this action?
 | * What could get in the way of the user carrying out the action?
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| #2  | * Add copy
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| #3 | * Add copy
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| #4 | * Add Copy
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