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? |
| #2 | * Add copy | * Add copy | * Add copy |
| #3 | * Add copy | * Add copy | * Add copy |
| #4 | * Add Copy | * Add Copy | * Add copy |
| #5 | * Add Copy | * Add Copy | * Add Copy |