

Le Personas sono dei personaggi fittizi, che crei sulla base delle tue ricerche per rappresentare i diversi tipi di utenti che potrebbero usare il tuo servizio, prodotto, sito o brand in maniera simile.

Un template persona ti aiuta a immedesimarti nei tuoi utenti o clienti. Ti aiuta a identificare i segmenti chiave di destinazione o il tipo di utenti o clienti.

Riflette la situazione “così com’è”, chi sono adesso, non cosa vorresti che fossero o come li vedi in futuro.

Compilando il template fornito sarai in grado di creare “un’immagine” del tuo cliente o utente.

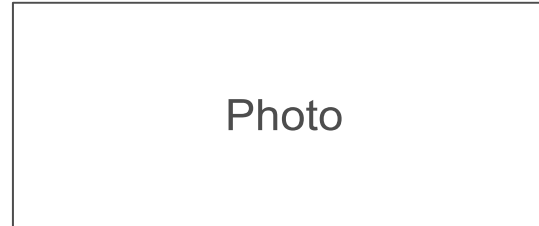
Ulteriori approfondimenti:

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

<https://www.justinmind.com/blog/user-persona-templates/>

<https://econsultancy.com/customer-personas/>

Name \_\_\_\_\_



Photo

### DEMOGRAPHICS

- Age
- Gender
- Ethnic origin
- Education
- Occupation
- Salary / household income
- Location: urban / suburban / rural
- Family

### VALUES & GOALS

- What do they value in their personal or professional life?
- What are their personal or professional goals?
- What are their hobbies/interests?
- What role they have in company they work for?

### CHALLENGES/PROBLEMS

- What kind of problems or challenges impact the realisation of their goals?
- How could you help them to achieve their goals?
- How can you help them in overcoming the problems or challenges?
- What kind of problem or challenge they want to solve with your product or service?

### MOTIVATIONS

- What is important to them when considering a product or service like you are offering?
- What motivates them to select your product or service?
- What experience are they looking for in your product or service?
- What drives their decision making processes?
- Who influences their decisions?

### ANNOYANCES/FRUSTRATIONS

- What are the pain points of this person related to your product or service?
- What is their most common objection for engaging with your business, or buying your product or service?
- What are some of the potential turn-offs that would make the customer not return to your business?

### INFORMATION SOURCES

- Where do they get their information from?
- What information sources do they use to get information on the type of products and services you offer?