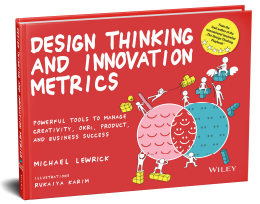
Project:
Team:
Version & Date:

PERSONA/USER PROFILES



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Quick guide: The template helps to define initial assumptions about user behavior and needs or to document the collected insights from observations and in- depth interviews. After describing the personas and outlining the pains/gains, the next step is to define criteria/needs for comparison reasons. The criteria might be based on motivational and rational aspects. Finally different jobs-to-be-done can be developed on the needs defined.

More tips & tricks on book page: 115

Personas 1 *Create different persona based on ethnographic research.*	**Pains/Gains** 2 *Document the pains and gains.*	**Criteria/Needs** 3 *Select and configure the appropriate dimensions and characteristics.*	**Jobs-to-be-Done** 4 *Describe the different jobs to be done (JTBD) for the persona.*
Persona A *Name:* *Describe Persona:*	**Pains:** **Gains:**	Low — High Low — High Short-term — Long-term **Rational Needs:** **Emotional Needs:**	**JTBD 01:** **JTBD 02:** **JTBD 03:**
Persona B *Name:* *Describe Persona:*	**Pains:** **Gains:**	Low — High Low — High Short-term — Long-term **Rational Needs:** **Emotional Needs:**	**JTBD 01:** **JTBD 02:** **JTBD 03:**
Persona C *Name:* *Describe Persona:*	**Pains:** **Gains:**	Low — High Low — High Short-term — Long-term **Rational Needs:** **Emotional Needs:**	**JTBD 01:** **JTBD 02:** **JTBD 03:**

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