

PERSONA PROFILE CHECKLIST

Persona Detail	Questions to Ask
Role	What is your job role/role in life? Your title? How is your job/role measured? What is a typical day? What skills are required? What knowledge and tools do you use? Who do you report to? Who reports to you?
Company/Organization	What industry or industries does your company work/is your role in? What is the size of your company/organization (revenue, employees)?
Goals	What are you responsible for? What does it mean to be successful in your role?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong?
Personal Background	Age, Family (married, children), Education
Shopping Preferences	How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research vendors or products? If yes, how do you search for information?