



## HOW TO USE THIS TEMPLATE:

The document can be edited digitally, but you can also print it out and fill in your persona's details on paper. For more information on personas and best practices for their creation view our on-demand personas webinar. For further assistance, please do not hesitate to reach out to us at [info@silvertech.com](mailto:info@silvertech.com).

## Persona Key

For each of our personas, we develop a few pieces of information to help understand who is visiting our site, engaging with our content, and interacting with our social accounts.

### Demographics

Give each persona their own identity, name, age, and role. This helps to humanize your audience.

### Background

Create a background story for each persona which explains the circumstances surrounding their need to visit your site or engage with your content.

### Motivations / Influences

Here, try to indicate how motivated the persona is to use your website. Some visitors are highly motivated and therefore more likely to spend time learning the site and finding what they need. Others may have alternate information resources, less desire to find a certain piece of information, or a lower tolerance for the amount of difficulty or frustration in performing certain tasks.

### Frustrations / Barriers

This section lists the reasons that may stop or frustrate a persona during their online experience and would ultimately deter the user from selecting your products or services.

### Ideal Experience

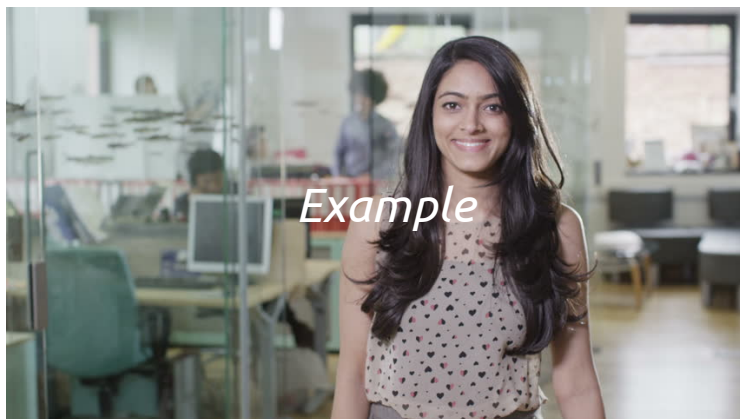
This outlines the persona's goals including features and content that may help them to have a great experience. This also helps us to understand the non-tangible outcomes such as satisfaction and delight that you will deliver to applicable audiences.

**Name:**

*Age:*

*Location:*

*Job Title:*



Overview

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Concerns

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State of Mind

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**Background:**

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## Frustrations / Barriers

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## Frustrations / Barriers

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**Overview**



**Concerns**



**State of Mind**



**Background:**

## Motivations / Influences

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## Frustrations / Barriers

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