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**Creating Your User Persona**

APP NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

YOUR NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

VERSION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Step 1: Creating your Persona's Identity

**A)** Give your persona a name that you feel represents your persona's character. What's the first name that comes to mind when you think of this person? *Anthony, Tom, Jimbo...*Also fill in some basic details about their background/hobbies, education, etc.

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**B)** Fill in their demographical details

* Gender Male/Female
* Age range \_\_\_\_\_\_ - \_\_\_\_\_\_ years
* House-hold Income \_\_\_\_\_\_k p/annum
* Residential \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Children Yes/No
* Marital status \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**C)** Words that represent your persona. *Charismatic, quirky, energetic, etc.*

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Step 2: What are your Persona's motivations?

**A)** Primary goal for using your application. Secondary goal (if there is one).

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**B)** Challenges, pain points, disturbances.

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**C)** How your mobile app solves these challenges, eases their pains and removes their disturbances.

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Step 3: Give your Persona some life

**A)** What are some real quotes in this person's life (take during interviews). E.g. I just wish I had an app that would \_\_fill in the blank\_\_ for me.

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**B)** What would be their biggest reason for not downloading your app?

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Step 4: Your marketing message

**A)** Put together a Unique Selling Proposition. A one-liner that describes in simple terms the underpinning value of your mobile solution.

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**B)** Elevator pitch: A 15 second description of the benefit that your user persona delivers for your user persona.

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Step 5: How do they find you?

How do they normally find out about new apps? *Recommendations, App Store search, PPC ads, etc.*

Online sources:

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Offline sources:

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