

# Discovery/Research

Persona Research Template



## PERSONA RESEARCH TEMPLATE

Date: \_\_\_\_\_ Moderator: \_\_\_\_\_ Note takers: \_\_\_\_\_

### PERSON

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Age: \_\_\_\_\_ Education: \_\_\_\_\_

Computer skills & short background/years of experience: \_\_\_\_\_

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### COMPANY

Company name: \_\_\_\_\_

Company type (What do they do?): \_\_\_\_\_

Company "org chart" (How does the IT org look like): \_\_\_\_\_

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### ROLE

What is his/her **role**?

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What is his/her **approach to his work**? (his credo)

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What is his **main goal**? What does he aim to achieve? What is he measured on?

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What are the **main tasks** he performs? What is the frequency of use and importance of each task?

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What are his/her **top pain points** and challenges?

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What does his/her **day consist of**? (meetings, emails, phone type and usage, how does he work outside of the office, leisure time, hobbies, time on-line, shopping habits, Facebook etc.)

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Who does he/she **interact with**? (His **stakeholders** in the process)

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What **applications does he/she operate** and is familiar with – Are they part of a specific work process?

What is his use case for using them. (Office, outlook, HP XXX, IBM XXX, - Mental models that he is familiar with)

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## OVERALL STATEMENT

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# Need Research Assistance?

Contact Us

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