# Persona Cards

**A desk of insights for building personas**

This pocket deck you are holding in your hands contains distilled tips that will help you create insightful personas of any complexity and for any domain.

## How to use Persona Cheat Cards

Each card is color-coded to indicate the importance of a given aspect to the persona. Red ones are the most important and most frequently used. Then there are green ones. The blue cards are the least used given their specificity. Pull cards randomly, one by one, or start with the red ones first. It's your deck, so it is up to you how to use it!

## UXPRESSIA

uxpressia.com

## Where do I get data for personas?

Make sure your personas are based on research. Speculations are fine as long as you check them against real-world data later. One each card, you will find sources where you should look for insights.

## How many personas do I need?

Usually, 3 to 5 personas are enough for one project. If you end up with more, you might want to merge two personas into one. As personas require constant maintenance you don't want to look after dozens of personas that have little difference.

Feel free to share photos of the deck on Instagram, Twitter, Facebook, or Linkedin. Let the world know!

UXPRESSIA

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# Name

ALEXANDER MICHAEL
OLIVIA AVA KATIE DAVID
ISAAC
ROBERT NOAH DANIEL JACOB SIENNA
CAN ROSIE WILLIAM
TRACEY MARI BENJAMIN
LUCAS
MOHAMMED VLADISLAV ALFIE
OSCAR
ADAM JAKUB EMMA
SARAH
JAKUB LENA RICARDO ALI
AMELIA
SOPHIE JENNIFER LUCAS
CHARLOTTE
FRANCESCO

Did you choose an authentic name that evokes empathy and makes stakeholders believe that this persona is real?

# Name

- Does the name match the geography and nationality of your persona?

- Did you take name trends into consideration?

- Is it easy to pronounce and remember the name you chose?

- Don't pick names of public people.

- Avoid names with negative associations.

- Don't pick too generic names e.g. John/-Jane Doe.

*Use a memorable title for your persona along with the name or even instead of it, e.g. Steve the Techie*

# Photo



Is the photo you picked realistic and shows the appropriate context?

- Does the photo match the name, age, and nationality of your persona?

- Are the faces visible?

- You can find one of your customers on Facebook and ask if they're okay with you using their photo for a persona.

- When looking through stock photos, avoid staged shots and fancy models that look nothing like your customers.

- Don't use photos of famous people or your friends.

- Do you have the permission to use the photo?

*It's best if a photo provides some context.*

# Demographics



Do you focus on the demographics that have an impact on your product/ service?

- Are demographics in line with the name and the photo?

- Did you add age, marital status, location, nationality, and income level?

- Do you describe your real personas or what you want them to be?

- Don't use demographics as the main differentiator between personas.

- Avoid clichés, e.g. pink for the girls, blue for the boys - just NO.

- Don't make personas too caricature.

*Keep in mind behavioral trends, e.g. a 40 y.o. housewife is unlikely to use Twitch.*

**SOURCES:** quantitative data, web analytics

# Background



Does the background give your persona a story and tie all the details together?

- Make sure the background isn't made up but based on research data.
- Did you include previous experiences your persona had with the product/service?
- Did you find out what personas used for the same purpose before your product came along?

*Avoid long background descriptions full of irrelevant details that will just clutter up your persona.*

**SOURCES:** qualitative research

# Goals



What is the end goal of your persona? Goals are actually why customers "hire" your product.

- Is the goal you've written clearly stated and not too generic?

- Is this the end goal of your persona? End goals do not lie on the surface.

  *e.g. buying a pretty blouse at a low price is not the end goal. The end goal is to express their personality through this pretty blouse.*

- Do not include goals that are too global and have no connection to the product.

- Are you sure you don't confuse product features with user goals? "Fast search" is not a goal.

*Each time you write down the goal, ask WHY your persona needs it. This will help you go deeper and find out the real high-level goals.*

**SOURCES:** qualitative research

# Motivations



Purpose

Learning

Love

Interest

Enjoyment

Growth

Does the motivation you found lead to your product or service enhancements?

- What are the things that can increase user efficiency, effectiveness, and satisfaction?

- What drives your persona and motivates to start or/and continue using your service?

*Don't think of product features yet. E.g. "Having a specific filter" is not a motivation. A real motivation is to find that lovely sweater faster so that the persona can get it sooner to impress her friends.*

**SOURCES:** qualitative research

# Frustrations



What frustrations can you eliminate to make customers feel safer and more likely to return?

- What takes too much time, discourages or prevents the persona from reaching their goals?

- Do you make assumptions about what paint points might be? Real pain points pop up only in real life.

*People don't always talk about frustrations. They often don't even know about any pain points until the moment they start to interact with your product/service. Use observation and video recordings to find these points.*

**SOURCES:** observations, user recordings, support tickets, interviews.

# Expectations

- What do people expect from the service and the service provider?
- Most expectations are based on customers' previous experiences (with your competitors or related services) and word of mouth.

*E.g. "this new social network will be just like Facebook"; low price = low quality.*

People have certain expectations when they come to you even if they don't know what to expect. Do you know the expectations that will help you tailor your approach and convert customers faster?

**SOURCES:** interviews, qualitative research.

# Challenges



What are the challenges your customers have and how can you help to overcome those challenges?

- What are the challenges your personas face when trying to accomplish their goals?

- Is there a way you can address them via your product/service?

- Are you sure you identify and solve the real challenge and not a symptom of a bigger issue?

- Is it possible that the cause of this challenge is a flaw in your product/service?

*Challenges are best exposed when observing the customer interacting with products/services*

*Often there is a room for innovation behind challenges.*

**SOURCES:** observations, user recordings, qualitative research.

# Skills



How skilled are your customers in a certain field? This will highlight the differences between your personas and guide you toward optimal solutions.

- Do you list skills that are relevant to the product?
- How is the persona proficient in this skill?

LOOK FOR:
- Professional skills
- Concepts the persona is familiar with
- Knowledge of certain technologies

*You might have novice users and experts which need to be treated differently, make sure your personas capture these differences.*

**SOURCES:** interviews, polls, and surveys.

# Quote



Do you capture what customer says about your service? Nothing beats the real voice of your customer.

# Quote

- What do customers say about your product?
- What motivates them?
- What frustrates them?
- How do they describe their end goals and expectations?
- Why are they interested in what your offer?
- What matters to them the most?

*Avoid irrelevant or too generic phrases e.g. "I love technology!"*

**SOURCES:** surveys, questionnaires, emails, support logs, phone conversations, interviews, focus groups, comments on forums and social media.

# Needs
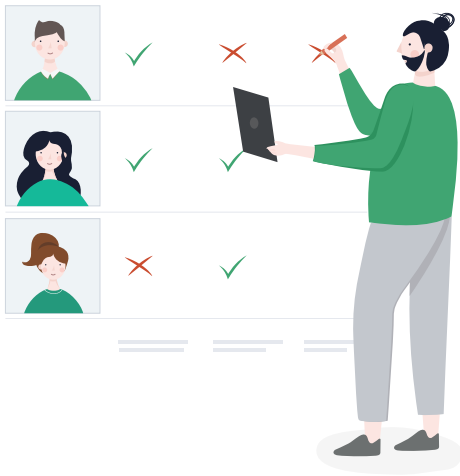


Are you describing detailed and low-level requests and wishes related to completing particular tasks? These are complementary to user goals.

- What does your persona need while trying to achieve the main goal?

*e.g. Silvia is about to get a new van. The goal is to fit in the whole family when they go camping. The need might be a child safety lock or climate control.*

*When asked, people often find it hard to think of specific needs. They have higher-level goals in mind. However, needs are best exposed in the process of direct interaction*

**SOURCES:** observations, user recordings, polls.

# Previous experience



What are the past experiences of your persona? Can they help you understand how customers interact with your product and what experiences should be avoided?

- In what way did your customers achieve their goals in past? What services are they used to?

- The experience personas had with other services and products produce certain expectations. Make sure you don't forget about all the goodies your competitors offer that people are used to.

*Avoid irrelevant experiences that will only distract and lead you away.*

**SOURCES:** observations, interviews, research.

# Context / Environment



In which context and environment do interactions between the persona and the service happen?

- In which context in the interaction happens? Is your persona sitting comfortably on the sofa with the laptop on her knees?

- Or is she stuck in traffic somewhere outdoors with no internet connection? What other details can give you a better understanding of the user needs?

*A real photo of a customer in the process of interaction is best, but a textual description will do the job as well.*

**SOURCES:** observations, interviews, research.

# Scenarios



1     2

Does the scenario capture the way customers interact with your service and let you dive in and fully experience the process they go through?

- What is the key task (or set of tasks) the customer wants to perform?

- What is the context in which the interaction happens?

- Walk through the process step by step with the customer

- Are you describing the context, external factors, motivations, actions, and reactions along with goal?

*Leave out unnecessary technical details like "John logs in by clicking on the purple LOG IN button".*

**SOURCES:** observations, interviews, research.

# Storyboard



Does your storyboard help communicate your ideas effectively and build more empathy? This might be a nice visual addition to scenarios.

- What are the scene and the main character(s)?
- What is the goal they're trying to achieve?
- Develop a plot in which the character(s) is trying to achieve the desired goal in the context.
- Visualize it!

*Using real photos is great, but a sequence of any pictures will do as long as you keep it visually engaging and matching your setting.*

**SOURCES:** sketch them yourself!
or use storyboarding stock images.

# Content Strategy



Do you have a solid content strategy for each persona that helps to create effective content that drives action, and adjusts your tone of voice?

# Content Strategy

- What do you want your persona to do after consuming the content?

- What are the content channels where you will definitely get through to your customer?

- What are the most relevant subjects to this persona?

- What is the appropriate tone of voice that will have the maximum impact?

- What are the best formats, e.g., tweets, educational videos, long reads or microblog?

*E.g. We want our persona to become loyal and perceive us as a leader in the industry. We will post educational medium-size articles on LInkedIn in a serious tone of voice.*

**SOURCES:** internet research, interviews and surveys.

# Search Queries

buy   umbrella   courier delivery

to hide from the rain   colour

raincoat   red

online stor



What are the exact words personas use when searching for your product? They will let you grab customers' attention and improve SEO.

- What are the peculiar keywords this persona uses when doing an internet search?

  For example, when looking for a new van, Silvia opens up her favorite search engine. Would she type "best vans for family" or "family vans buy"?

- Do you use those keywords on your webpage (specifically in H1 and H2 tags)?

*Keep in mind that when it comes to internet search, people rarely use correct grammar. More than that, often people don't even know what that thing they're searching for is called.*

**SOURCES:** web analytics, keyword planner tools, surveys.

# Why you need this persona?



Why is this persona so valuable for your business?

- Why do you need to have this type of customer aboard?
- What value can they bring? Is it just money or is it something else?

*You might want to add a few lines saying how likely this persona is to reach the goal you set for them. It could be that the goal is not even to convert them into paying customers.*

# Personality Type



What is the personality type that affects the way your persona interacts with products/ services and drives their decisions?

THERE ARE QUITE A FEW PERSONALITY TYPE CLASSIFICATIONS. TO MAKE IT SIMPLE, YOU CAN USE THE FOLLOWING TYPES:

- **Rationals** speak mostly about their duties and responsibilities. They tend to follow rules and respect the rights of others.

- **Artisans** will do whatever gives them a quick, effective payoff, even if they have to bend the rules.

- **Guardians** act as efficiently as possible to achieve their objectives, ignoring arbitrary rules and conventions if need be.

- **Idealists** speak mostly of what they hope for and imagine might be possible for people. They want to act in good conscience, always trying to reach their goals without compromising their personal code of ethics.

Are you sure the personality type is in line with background and other fields?

**SOURCES:** interviews, qualitative research.

# Technology

DEPENDING ON WHAT IS RELEVANT TO YOUR FIELD, YOU WANT TO LOOK FOR THE FOLLOWING:

- Browsers
- Operating system types
- Smartphones
- Other devices
- Software
- Online services
- Screen resolutions

*Do not clutter up the list with items that do not matter.*

What software and devices does your persona use?

**SOURCES:** web analytics, interviews, quantitative research.

# Social Media



What are the best social media channels to reach your customers?

# Social Media

Not a must-have, but if you're working on your content strategy or looking for marketing channels, this is something you should consider.

APART FROM MOST POPULAR SOCIAL MEDIA, WHAT OTHER PLATFORMS DOES YOUR PERSONA USE?

- Specific groups on Facebook or Linkedin
- What hashtags your persona follows on Instagram or Twitter?
- What Slack channels do they participate in?

*This section isn't just about social media. It can be also online forums, specific websites, and other online platforms.*

**SOURCES:** web analytics, interviews, polls, quantitative research.