What's User Persona

Design thinking is an innovative and collaborative approach to problem-solving that puts the user first to create customer-centered products and services. There are many different design thinking activities you can use to spark an understanding of your customers or users, including the creation of personas. A persona is a fictional character that represents a type of customer or user of your service or product. This fictional character is created based on a synthesis of what you've learned about your real customers and users…and the themes or common characteristics you have observed that many of them share in common. This approach is research-based and designed to help you better understand your customers' needs, behaviors, experiences, and goals.

Here are the elements in a persona:

- **Photo**: A photo helps users of the persona to make an immediate and memorable connection with the profile.
- **Name**: Giving your persona a name is a way to connect with the representation.
- **Demographics**: Demographics help you target ad platforms or fine-tune copy, as the information can help you write to your persona. For example, geographic location and salary can be important differentiators.
- **Keywords**: Use keywords to summarize each persona. Add them to a traditional persona page, or consider creating a page that makes fun use of a photo and keywords.
- **Introduction**: Personas can focus on numbers, statistics, and isolated facts, but include an introductory paragraph to contextualize the information and create a three-dimensional image of the persona.
- **Quote**: This may be an actual quote from a customer that represents the perspective of many customers in their segment. Or, this could be a summation of thoughts expressed through multiple users.
- **Hopes & Dreams**: Why would this person want or need your product?
- **Big Fear**: What is preventing the persona from achieving their goals?
- **Reasons To Target This User:** the reasons behind focusing on such customer segment to serve.
- **Sales Objections**: Consider why users might reject your project.

Free Customer Persona & Profile Templates. (n.d.). Retrieved from
        https://www.smartsheet.com/customer-profile-persona-templates

How to Create Personas for Design Thinking: Innovation Training. (2020, April 7). Retrieved
        from https://www.innovationtraining.org/create-personas-design-thinking/