



# Understand User | **Personas Tool**

This tool helps a team define and understand the needs of its customer or user.

## **WHEN**

Use the Personas tool early in the design process, when exploring new ideas or potential applications.

## **WHY**

This helps a project team understand their users' needs, motivations, limitations, and capabilities. Personas can act as a focus point and reminder throughout the project.

## **HOW TO USE THIS TOOL**

STEP 1: Assemble existing research into current or potential users.

STEP 2: Add your own evidence and data to the existing research (as needed) by observing, interviewing, and/or profiling potential users.

STEP 3: Build a collection of user archetypes, based on various categories of users. Give each one a specific name (e.g., Acquisition Amy), rather than a generic title (e.g., Military Technologist).

STEP 4: Include observed goals, motivations, behaviors, limitations, capabilities, and interests.

STEP 5: Add a stock photo or cartoon sketch of the described personas. You may want to add an invented quotation that summarizes a key issue, concern, or priority for the persona.



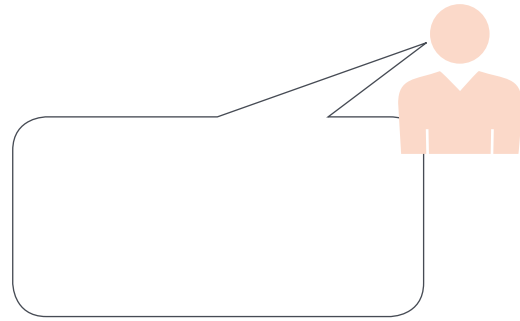
## Personas Tool | Worksheet

**NAME**

**ROLE**

**RESPONSIBILITIES**

**GOALS/CRITICAL TASKS:**



Adapted from Thought Egg | [thoughtegg.com](http://thoughtegg.com)