

Persona Template



Persona Name

Persona Title



[Create Persona Quote]



Age:

Status:

Location:

Archetype:

Trait 1

Trait 2

Trait 3

Trait 4

Trait 5

Trait 6

Bio

[Create a persona bio here]

Motivations

Price

- _____ +

Comfort

- _____ +

Covenience

- _____ +

Speed

- _____ +

Loyalty/Miles

- _____ +

Personality

Introvert

- _____ +

Extrovert

Analytical

- _____ +

Creative

Loyal

- _____ +

Fickle

Passive

- _____ +

Active

Frustrations

[Create persona frustrations here]

Goals

[Create persona goals here]

Favorite Brands

[List persona's favorite brands here]

Persona Template (Example)



James Smith

Regional Director



I'm looking for a site that will simplify the planning of my business trips.



Age: 26

Status: Single

Location: Omaha, NE, USA

Archetype: Frequent Flyer

Organized

Protective

Practical

Hardworking

Passionate

Punctual

Bio

James is a Regional Director who travels 4-8 times each month for work. He has a specific region in which he travels, and he often visits the same cities and stays at the same hotel. He is frustrated by the fact that no matter how frequently he takes similar trips, he spends hours of his day booking travel. He expects his travel solution to be as organized as he is.

Motivations



Personality



Frustrations

- Too much time spent booking - he's busy
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Goals

- To spend less time booking travel
- To narrow his options quickly

Favorite Brands

