What is a Persona?

A persona is a hypothetical or fictional description of specific person who represents a major user group of your product. Persona explains representative characteristics of members belonging to class of users of your product. Persona gives your potential users a face.

Persona Checklist

- Make up the persona's name. Select one which represents that user group.
- Photo should also representation of the user group
- Some demographics such as age, education, ethnicity, or family status
- Job title with major responsibilities
- Include goals and tasks they are trying to complete using the product and their environment (i.e., physical, social, and technological).

Example

Gopichandra Sahu 3rd Year IITian	Proud to be an IITian.With a sling bag in his shoulders, almost on time to the class. Attends class for attendance and sometime for grading, sleeps late in the night after a series of movies. Substitutes documentaries for classes. Can see him with books during exam week. Facebooks a lot, Smokes occasionally while having booze and with chai(tea in Hindi) too. Evenings with games virtually or in the SAC, plays cricket with friends and cheers for team India, thinks cricket as national game. Dreams of or has a bike, with a girl on the pillion seat. Thinks that mess food is bad and canteen is the best one to eat from. Clean room is a myth. Has a laptop, connected to the network, and shares everything in DC. Defiantly is frustrated of Guwahati, for not being a big and better city than it is. Likes branded shoes and clothing's. Dreams of the future and a well paying job too. Works hard for Alcheringa and Techniche, becomes mad when it comes to Manthan. Doesn't like to go home as it is far…far away from here.

Reference Links

http://usability.gov/methods/analyze_current/personas.html
http://www.csl.mtu.edu/cs5760/www/Lectures/CurrentLectures/Personas.htm
http://en.wikipedia.org/wiki/Persona_%28marketing%29
http://www.hceye.org/HCInsight-Nielsen.htm