

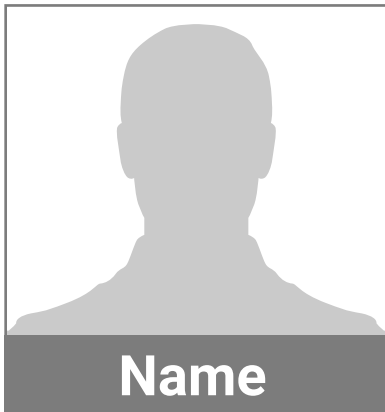
# UX Personas

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UX Personas are fictional characters created from qualitative that represent a specific user segment. They are useful in considering the goals, desires, and frustrations of users to help to guide decisions about designs.

# Persona Title

“Quote 2: Find an actual user quote from the research that supports Quote 1 in a concrete and specific way.”



AGE \_\_\_\_

## BACKGROUND

Short blurb detailing this persona's professional experience and demographics.

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Quote 1: Find an actual user quote from the research that sums up this persona's most prominent unique attribute.

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## ABOUT

A detailed blurb describing the specifics about how this persona's unique attributes. Use concrete examples to best communicate how these attributes play out in everyday life and at work.

## COMMON TASKS

- List the 5 or 6 most common tasks performed by this persona.
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## FRUSTRATIONS

- List the 5 or 6 most common frustrations experienced by this persona.
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## GOALS

- List the 5 or 6 most relevant goals this persona has.
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