

PERSONA CREATION SHEET



Name _____

Profession _____ Gender _____

Company _____ Age _____

Interests _____ Location _____

Computer usage

PC usage per day: _____

Programs used: _____

Business relation

Type of client: _____

Percentage of overall users: _____

Importance (1-10): _____

Usage goals

Specific needs, trigger for action

Context

Reasons the user would come to the website?

Users role? _____ Surrounding environment? _____

Regularity of website usage? _____

Scenario _____

