

Proto Persona Template

The goal of this template is to provide general direction for conducting persona interviews. While this template serves as a starting point, it's crucial to adapt it to your specific context or use case. This can be administered as a survey, but we highly recommend conducting interviews directly with your users or subject matter experts for a richer, more nuanced understanding. Throughout the interview, make use of the "5 Whys" technique to delve deeper into the underlying motivations and challenges your interviewee faces.

Contextual Identifier

What's your primary role in relation to [Context or Process in Focus]?

(Prompt: "What's your role and title" or "How long have you been involved in [activity] and how did you get started?")

Background

How did you arrive at this role or what's your involvement in [Context or Process in Focus]?

(Prompt: "How did you end up in your current job?" or "How did you get involved in [activity] and what keeps you engaged?")

Goals & Motivations

What are your main objectives or aspirations in [Context or Process in Focus]?

(Prompt: "What are your professional goals?" or "What drives you to engage in [activity]?")

Challenges & Pain Points

Describe the biggest challenges or obstacles you face in [Context or Process in Focus].

(Prompt: "What obstacles do you face at work?" or "What challenges do you encounter in [activity]?")

Process Specifics

Walk me through how you currently approach or engage with [Context or Process in Focus].

(Prompt: "How do you go about completing your work tasks?" or "Could you walk me through a typical session of [activity]?")

Needs & Wants

What improvements or enhancements do you desire in [Context or Process in Focus]?

(Prompt: "What would make your work more satisfying?" or "What could improve your experience in [activity]?")

Wrap-Up

If you could wave a magic wand and improve this [Context or Process in Focus], what would that look like?

(Prompt: "What would you change about your job?" or "If you could enhance one aspect of [activity], what would it be?")

What should I have asked you about that I didn't think to ask?

(Prompt: "Is there anything I've missed that you think is crucial?" or "Is there an important aspect of [activity] we haven't covered?")

Is there anything else you think is important for me to know?

(Prompt: "Any final thoughts on your work?" or "Do you have any additional insights or tips related to [activity]?")