

## Persona Validation Questions

↳ Here are some questions that will help you validate your personas. Make a copy of this Google Doc and save it to your own Google Drive. Make sure to capture your customers' answers in a document that you can share with your persona working group and your wider company.

### BACK STORY

- Where do you live?
- What's your professional background?
- How many years of experience do you have?

### GOALS AND OBJECTIVES

- What's your main objective when you get to work each day?
- What are your professional goals or aspirations?
- How do you research new products and/or services for your business?
- Do you attend any industry events, conferences or trade shows?

### A DAY IN THE LIFE

- What does your company do?
- Walk us through a day in your life at your company. What are your responsibilities?
- How many employees work at your company?
- How many people report to you? What is your organizational structure like?
- What do you love about your job?
- How has your role evolved?

### PAINT POINTS

- What are some of the pain points in your day-to-day?
- What frustrates you the most about your job?





## USE CASES FOR YOUR PRODUCT

- How do you use our product?
- What did you use before using our product?
- How did you find our product?
- Who was involved in the buying process for our product?
- How did our product get rolled out at your company?
- Who is the "owner" of our product now that it's in use?
- What's your day-to-day interaction with our product?
- What was your reaction to our product?
- What are your major use case(s) for our product?

## BENEFITS FOR USING YOUR PRODUCT

- What are the biggest benefits of using our product?
- What do you love about our product?
- What feature or product would you most love to see us come out with next?
- How does our product improve your day-to-day?
- What impact has our product had on your work?
- What are five words that come to mind when you think of our product? Rapid fire!
- Anything else you'd like to share?

