

Persona

Create a copy of the persona [here](#).

An audience persona is a realistic representation of one of your audience groups. This can be a program participant, a leader from a partner organization, or a stakeholder. It's essentially a cluster of your users all rolled into one profile. The profile isn't a real person, but rather a representation of a real group of people. To complete the persona, follow the steps below:

Name: Create a realistic name for your persona. This isn't a real person, but rather a representation of your customer segment.	
Photo: Use a photo of a real person to represent your customer persona. Instead of using a celebrity, or a cartoon, use a photo of someone from online that would represent your customer base.	
	In a complete sentence, describe each of the following elements as they pertain to your persona.
Demographic information: Age, work, family, location, archetype	
Personality: openness, conscientiousness, extraversion, agreeableness, confidence	

<p>Day-to-day goals:</p> <ul style="list-style-type: none"> ● Functional (e.g., getting from A to B; completing ___) ● Social (e.g., impressing friends and colleagues) ● Emotional (e.g., peace of mind) 	
<p>What are the persona's long term goals and beliefs?</p> <ul style="list-style-type: none"> ● What is their personal mission/vision? ● What benefits are they seeking for themselves or for others? ● What are their aspirations? 	
<p>Frustrations (pains): what bad outcomes or experiences does the persona suffer in pursuit of the goal; obstacles?</p> <ul style="list-style-type: none"> ● Frustrations ● Dissatisfactions ● Risks ● Obstacles 	
<p>Brands:</p> <ul style="list-style-type: none"> ● Other organizations or resources the consumer uses to achieve their short and long term goals ● Other clubs & memberships 	

<p>Other useful information</p> <ul style="list-style-type: none"> • Where does the persona get most of their information from? • What technology does the persona use to get information? 	
<p>Problem statement: I am a _____ (list 3-4 key attributes) trying to _____ (“job” the persona cares about), but _____ (problems or barriers in the way) because _____ (reasons why the problem or barrier exists), which makes me feel _____ (emotions that result from experiencing the problems or barriers).</p>	

Example 1: Sarah Stephens

<p>Name: Create a realistic name for your persona. This isn't a real person, but rather a representation of your customer segment.</p>
<p>Sarah Stephens</p>
<p>Photo: Use a photo of a real person to represent your customer persona. Instead of using a celebrity, or a cartoon, use a photo of someone from online that would represent your customer base.</p>



	In a complete sentence, describe each of the following elements as they pertain to your persona.
Demographic information: Age, work, family, location, archetype	35 years old, married 4-H alum, has a 4-year degree, works full time, heavy social media user, from Macon County, trend-setter, values aligned, has 3 kids Archetype: The busy soccer mom
Personality: openness, conscientiousness, extraversion, agreeableness, confidence	<ul style="list-style-type: none">• Confident, busy, happy, proactive,

<p>Day-to-day goals:</p> <ul style="list-style-type: none"> ● Functional (e.g., getting from A to B; completing ___) ● Social (e.g., impressing friends and colleagues) ● Emotional (e.g., peace of mind) 	<ul style="list-style-type: none"> ● Wants to make sure her kids have friends ● Wants her kids to have positive role models in a safe space ● Wants kids to learn leadership, communication, and executive functioning skills ● Wants to brag to other parents about her kids' achievements
<p>What are the persona's long term goals and beliefs?</p> <ul style="list-style-type: none"> ● What is their personal mission/vision? ● What benefits are they seeking for themselves or for others? ● What are their aspirations? 	<ul style="list-style-type: none"> ● Wants her kids to have a better life than she had ● Wants her kids to be part of the community and give back to the community ● Wants her children to find meaning and happiness in life
<p>Frustrations (pains): what bad outcomes or experiences does the persona suffer in pursuit of the goal; obstacles?</p> <ul style="list-style-type: none"> ● Frustrations ● Dissatisfactions ● Risks ● Obstacles 	<ul style="list-style-type: none"> ● Worries about her child's readiness for the world (can they handle peer pressure? Say no to drugs? Do they have skills they can use in the real world?)
<p>Brands:</p> <ul style="list-style-type: none"> ● Other organizations or resources the consumer uses to achieve their short and long term goals ● Other clubs & memberships 	<ul style="list-style-type: none"> ● Kids participate in team sports ● Older kids are in FFA ● Cares about causes in her community

<p>Other useful information</p> <ul style="list-style-type: none"> • Where does the persona get most of their information from? • What technology does the persona use to get information? 	<ul style="list-style-type: none"> • Facebook, Pinterest, Youtube • Family has a pet
<p>Problem statement: I am a _____ (list 3-4 key attributes) trying to _____ (“job” the persona cares about), but _____ (problems or barriers in the way) because _____ (reasons why the problem or barrier exists), which makes me feel _____ (emotions that result from experiencing the problems or barriers).</p>	<p>I am a 35 year-old, 4-H alum, with a 4-year degree, and I’m married with three children. I work full time and live in Macon County. I’m trying to make sure my children have leadership skills so that they find meaning and happiness in life, but I worry about their readiness for the world, which makes me feel anxious and look for networks and resources for my kids.</p>

Example 2: Glenda Johnson

<p>Name: Create a realistic name for your persona. This isn’t a real person, but rather a representation of your customer segment.</p>
<p>Glenda Johnson</p>
<p>Photo: Use a photo of a real person to represent your customer persona. Instead of using a celebrity, or a cartoon, use a photo of someone from online that would represent your customer base.</p>



In a complete sentence, describe each of the following elements as they pertain to your persona.

Demographic information:
Age, work, family, location, education,
archetype

46, part-time real estate broker, 5 children, born in Kansas City but now lives near
Cameron Missouri

Archetype: The aspiring career transitioner

Personality: openness,
conscientiousness, extraversion,
agreeableness, confidence

- Thoughtful, wary, precise, skeptical, often quiet but eloquent when asked to contribute.

<p>Day-to-day goals:</p> <ul style="list-style-type: none"> ● Functional (e.g., getting from A to B; completing ___) ● Social (e.g., impressing friends and colleagues) ● Emotional (e.g., peace of mind) 	<ul style="list-style-type: none"> ● Building a sustainable high-tunnel greenhouse business.
<p>What are the persona's long term goals and beliefs?</p> <ul style="list-style-type: none"> ● What is their personal mission/vision? ● What benefits are they seeking for themselves or for others? ● What are their aspirations? 	<ul style="list-style-type: none"> ● Become an independent business owner who contributes to her community
<p>Frustrations (pains): what bad outcomes or experiences does the persona suffer in pursuit of the goal; obstacles?</p> <ul style="list-style-type: none"> ● Frustrations ● Dissatisfactions ● Risks ● Obstacles 	<ul style="list-style-type: none"> ● Lack of capital ● Unsure how to successfully secure a loan/startup capital ● Lack of understanding of food safety regulations
<p>Brands:</p> <ul style="list-style-type: none"> ● Other organizations or resources the consumer uses to achieve their short and long term goals ● Other clubs & memberships 	<ul style="list-style-type: none"> ● Commercial banks ● Missouri Department of Agriculture ● Farm Service Agency ● Missouri Master Gardener Association

<p>Other useful information</p> <ul style="list-style-type: none"> • Where does the persona get most of their information from? • What technology does the persona use to get information? 	<ul style="list-style-type: none"> • Most information comes from website visits and communication with potential competitors in the industry.
<p>Problem statement: I am a _____ (list 3-4 key attributes) trying to _____ (“job” the persona cares about), but _____ (problems or barriers in the way) because _____ (reasons why the problem or barrier exists), which makes me feel _____ (emotions that result from experiencing the problems or barriers).</p>	<p>I am a part-time real estate broker interested in becoming an independent business owner. I want to produce and market healthy food products for consumers near my home in Cameron, Missouri. The largest roadblocks to achieving my dream are little access to starting capital, market research on what would be most profitable in my area, and the red tape one must overcome to sell food products. I feel like my dream is so close, yet unachievable, given my circumstances.</p>

Example 3: Jean Starks

<p>Name: Create a realistic name for your persona. This isn't a real person, but rather a representation of your customer segment.</p>
<p>Jean Starks</p>
<p>Photo: Use a photo of a real person to represent your customer persona. Instead of using a celebrity, or a cartoon, use a photo of someone from online that would represent your customer base.</p>



In a complete sentence, describe each of the following elements as they pertain to your persona.

Demographic information:
Age, work, family, location, archetype

- Jean Starks, 62, is a Senior Admin Support with the local insurance company.
- She lives in Poplar Bluff with her husband
- They have 3 children and 3 grandchildren
- Archetype: The active, near-retiree

Personality: openness,
conscientiousness, extraversion,
agreeableness, confidence

- Compassionate
- Nurturing
- Generous

Day-to-day goals:

- Functional (e.g., getting from A to B; completing ___)
- Social (e.g., impressing friends and colleagues)
- Emotional (e.g., peace of mind)

- To meet the physical demands of her job
- To continue getting around in the city where she grew up
- To care for her aging parents

<p>What are the persona's long term goals and beliefs?</p> <ul style="list-style-type: none"> • What is their personal mission/vision? • What benefits are they seeking for themselves or for others? • What are their aspirations? 	<ul style="list-style-type: none"> • To continue enjoying the same mobility so she can live the same lifestyle as she gets older • To cultivate a social, cultural, and mental support system
<p>Frustrations (pains): what bad outcomes or experiences does the persona suffer in pursuit of the goal; obstacles?</p> <ul style="list-style-type: none"> • Frustrations • Dissatisfactions • Risks • Obstacles 	<ul style="list-style-type: none"> • She is frustrated by the pain in her knees and shoulders. • The thought of surgery seems risky and expensive
<p>Brands:</p> <ul style="list-style-type: none"> • Other organizations or resources the consumer uses to achieve their short and long term goals • Other clubs & memberships 	<ul style="list-style-type: none"> • She is a member of her local active living club and church and goes to the farmer's market. • She is involved in community social activities
<p>Other useful information</p> <ul style="list-style-type: none"> • Where does the persona get most of their information from? • What technology does the persona use to get information? 	<ul style="list-style-type: none"> • She gets tips and suggestions from her club members and church. • She uses the computer at work, so at home she uses technology to search for information. • She is a heavy Facebook user

Problem statement:

I am a _____ (list 3-4 key attributes) trying to _____ (“job” the persona cares about), but _____ (problems or barriers in the way) because _____ (reasons why the problem or barrier exists), which makes me feel _____ (emotions that result from experiencing the problems or barriers).

- I am a 62-year-old, full-time working, grandmother of three. I want to care for my aging parents and keep up with my grandchildren, but the pain in my knees and shoulders is slowing me down. My work and the job has me sitting for eight hours which has me exhausted at the end of the day. I am frustrated and sad that I can not power through the pain. How can I take care of myself?