



User Persona Template

Who are our users and what do they care about?

[Priority Level] Name of Audience

About Me

An overview of my role

Job title(s)	- Example - Example - Example
Objective(s)	- A thing to solve - A thing to solve - A thing to solve
Background	- Prior job - Prior companies - This college major
Examples	- This real person's LinkedIn - A real person's company bio - A real person's resume

My motivations

What's important to me

How I'm measured	- This is my success criteria - This is the key metric in my QBR - I watch this metric
My stakeholders	- This person is my boss - This person is the real decision-maker - I bring this person in on my decisions

Ask Me

What would be helpful to learn



Discovery Question like details about job, challenges I'm facing, how my team works, who I work with
Discovery Question like details about job, challenges I'm facing, how my team works, who I work with
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Pitch Me

How to talk to me about your product and company

Objective 1

The thing I need to solve

The pitch

Based on the objective, this is the pitch

The solutions

- A way to solve your problem
- And another
- And one more for good measure

Objective 2

The thing I need to solve

The pitch

Based on the objective, this is the pitch

The solutions

- A way to solve your problem
- And another
- And one more for good measure

Objective 3

The thing I need to solve

The pitch

Based on the objective, this is the pitch

The solutions

- A way to solve your problem
- And another
- And one more for good measure

Example customers

What we know about who we are serving (can be another team)

Name	Role Company What I love
Name	Role Company What I love
Name	Role Company What I love



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Say hey. Share ideas and feedback. Don't be shy.



Template inspired by the wonderful Stephanie Zou ✨