User Persona Template

# Overview

A user-centred design approach is a key strategy for building a robust, usable system. Scalable, sustainable systems are designed when development teams understand the viewpoint and experience of the users. **User Personas** are fictional characters created to represent the different user types, the challenges they face and their desires for potential solutions. System design teams are better equipped to make empathetic design decisions for their solutions that are based off of the users’ needs, motivations, and challenges.

# How to develop a User Persona

1. As part of the initial information gathering process, collect and document information from many sources.
2. Brainstorm the different type of users and various characteristics.
3. Interview stakeholders and as many actual end users/ potential end users as is feasible
4. Document the persona using the template below.
5. Look for common patterns i.e. common problems, lack of specific skills, motivation or lack of, etc.
6. Validate the persona. Get feedback from stakeholders who understand the real people that these persona represent.

#  Template

|  |  |
| --- | --- |
| **Persona Name**  | *<Create a name for this fictitious person >* |
| **Persona Role** | *< Describe the role this person plays within the CRVS system>* |
| **About**  | *<Describe some characteristics of this person such as gender, age, education level, computer literacy, motivations, concerns, etc. >* |
| **Responsibilities**  | *<Describe what this person is responsible for in terms of the CRVS system. What work do they do? What do they need to do it? >* |
| **Challenges**  | *<Describe the challenges that this person faces with regards to their CRVS responsibilities. What problems do they face? What frustrations do they have? What limitations do they encounter? >* |
| **Needs & Wants** | *<What benefits would the user expect from this system? >*  |
| **Environment** | *<Where does this person live/ work? What resources do they have? What limitation are there? >* |