

PERSONA FORM

What is the purpose of the site?

Job title

What are the goals of the site?

Major responsibilities

Describe the site user:

Female Male

Ethnicity

Age

Income

Education

Marital Status

Children

Location

Describe a typical day

What skills are required?

What knowledge and tools do you use?

Persona Name

Who do you report to?

Persona Personality

Who reports to you?

Motivation: Why will you come to the site?

What are your biggest challenges?

How do you overcome these challenges?

Story

Company industry

Company Size

Revenue

How do you learn about new info for your job?

Primary device access the web for information?

Associations & social networks you belong to:

Daily time spent browsing the web?

How to you prefer to interact with vendors?