

Key elements of a User Persona

User personas are designed to help you visualize key audience members so that you can better consider their needs and interests as you plan your website. User personas are generally fictional, but should be based on a composite of real people who you think are likely to visit your site.

Note: The best user personas are not just made up, they are based interviews with real people.

Name	
Work (title, description)	
Demographics (age, education, marital & family status)	
Culture (ethnicity, religion, and other cultural considerations)	
Environment (where they live and who they live with)	
Technology access (what device(s) they use and how tech savvy they are)	
Quote (A statement that sums up what matters to them)	

Motivation (Why do they visit your website? What are they looking for?)	
Where else do they get information? (Be specific: Radio & TV stations, newspaper, other websites)	
Photos (Images, even fake ones, can help bring your user personas to life and help you visualize them)	
Other notes or characteristics you should consider	