



T H E M W M E T H O D

BY MIRNA WETTER

User persona template



Name
Gender



Verbatim: a quote capturing his or her own words.

Age

Marital status

Family situation

Education

Job

Location

Income

Bio

- Cultural background
- Values
- Beliefs
- Personality
- Lifestyle
- Interests
- Hobbies

Behaviors

Online: device preference, social media use.



Decision-Making: research, recommendation.



Buying behavior: early adopter, trend-follower.



Goals

- **Short-term:** 1 - 12 months
- **Medium-term:** 1 - 2 years
- **Long-term:** 5 - 10 years

Motivations

- Wants
- Needs
- Triggers

Skills

Soft skills



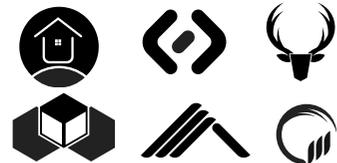
Hard skills



Challenges

- Pain points
- Frustrations
- Problems

Favorite Brand



Use these references and be as specific as possible.

| Element | Example |
|------------------|---|
| Verbatim Quote | "I'm struggling with my day-to-day activities and I need more time to focus on my passion." "I'm juggling between my work and personal life, and I need help finding balance." |
| Marital Status | Married, single, divorced, widow, living with a partner. |
| Family Situation | Parent of 2 children, single parent, no children |
| Education | Bachelor's in arts. MBA. Self-taught. Associate's degree in Graphic Design. |
| Job | Entrepreneur. Marketing Manager. Chef. Freelancer. Accountant. |
| Location | Miami, London, New York, Tokyo. (Once you choose a city, try to be specific about the neighborhood) |
| Income | \$80,000 annually |
| Online behavior | Uses Instagram for inspiration. Follows business influencers on LinkedIn. Regularly checks email. Active Facebook. |
| Decision-Making | Researches before buying. Relies on peer recommendations. Makes decisions based reviews. |
| Buying behavior | Early adopter. Trend-follower. Value-seeker. Impulsive buyer. Brand-loyal. Price-sensitive. Values cost-effective solutions. |
| Soft Skills | Communication. Leadership. Good at collaborating. Time management. Adaptability. Creativity. |
| Hard Skills | Graphic design. Analytics. Financial forecasting. Website development. |
| Pain Points | Struggles to manage time. Lacks digital knowledge. Difficulty managing family dynamics. |
| Frustrations | Feels frustrated by the overwhelming amount of competition in his / her field. Frustrated with limited opportunities for career growth. Overwhelmed with personal finances. |
| Problems | Needs help scaling his / her business. Needs help setting up an career path. Needs support with family organization. |