

# BUILD YOUR OWN PERSONA

Use this worksheet to help you begin developing personas. Make sure you leverage data to help inform your answers. To complete the persona, feel free to attach a photo to help with visualization.

**Start here:** Select one of your target audiences. *Ex. For a bank – a mortgage loan applicant*

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**Rank your audience on the below attributes, circling the number that corresponds with your answer. From 1 - 10...**

1. How well does this target audience understand your brand?

1 2 3 4 5 6 7 8 9 10

2. How would you rank your target audience's digital competency (how comfortable are they with technology)?

1 2 3 4 5 6 7 8 9 10

3. What is your target audience's level of motivation to convert when they come to your website now?

1 2 3 4 5 6 7 8 9 10

What software and applications are this target audience using and interacting with on a regular basis?

**Question 1:** How do they use your website and what are their goals on your platform? *Ex. For eCommerce, researching products for purchase, weighing options, and completing a purchase.*

**Question 2:** Now, give this group a name and identify some personal attributes.

*Ex. Running Shoe Ron is a 39-year-old father of 2 young children. He is an active runner, looking to purchase new running shoes to compete in the Nurse's Union Marathon in Baltimore, MD next month. He has a good understanding of the available brands but would like to research more about which type of running shoe would best suit his long-distance running needs.*

**Question 3:** What problem is your target audience trying to solve and what are common pain points across this user group when interacting with your platform (if any)?

The next step is to identify how your website content can be optimized to meet the needs of your new persona. Learn more about content strategy [here](#).



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