



Mastering User Personas



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Use data tracked in the organisation and user interviews to fill in the data below.

Profiling

Aa Name	Type	# Age	Profession	# Income Group %	# Spending Potential /yr	Region	Gender	Country
<u>Jane</u>	Casual	38	Marketing Director	25	\$100.00	Asia Pacific	Female	Australia
<u>John</u>	Core	24	Product Manager	5	\$220.00	North Americas	Other	USA

Applications used

Aa Name	Type	Usage	Profiling
<u>Instagram</u>	Social	Regular	<u>Jane</u>
<u>Google Analytics</u>	Substitute Apps	Casual	<u>Jane</u>
<u>Mixpanel</u>	Direct Competitor Apps	Regular	<u>John</u>



Pain Points

List down all the pain points your users face.

- Problem 1
- Problem 2

- Problem 3

Priorities

List their priorities in descending order.

- Time with family
- Career
- Money

Aspirations

List down what your users aspire to become.

- Promotion at Work
- Better Income

Top 5 things they do in your app

Pick a user persona for this

- Track traffic sources
- Record sessions
- Track conversions
- Page Usage
- User profiling

Next 10 things they do in your app

Pick a user persona for this

- Track User flows
- Track Page flows
- Download reports
- Point 4
- Point 5
- Point 6

- Point 7
- Point 8
- Point 9
- Point 10



Least 5 things they do in your app

Pick a user persona for this

- Auto email reports
- Cohort analysis
- Device analysis
- Point 4
- Point 5



Features you Offer

Aa Name	⌵ Category	↗ Persona
<u>Feature 1</u>	Need	<u>Jane</u>
<u>Feature 2</u>	Want	<u>John</u>
<u>Feature 3</u>	Need	<u>Jane</u>

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