**HOW TO USE THIS TEMPLATE** 

[Template last updated June 2024](https://pavilion.dinfos.edu/Template/Article/3825700/persona-framework/)

Fill in the bracket areas with the appropriate information. Instructions and tips are provided in gray boxes to help guide you. **Be sure to remove any bracket symbols and gray boxes when finished.**

Persona [#] of [#]

## [Persona name]

***[Purpose of persona / intended audience represented.]***

[Date]

|  |  |  |
| --- | --- | --- |
| PERSONA STORY | PERSONAL ATTRIBUTES | PROFESSIONAL ATTRIBUTES |
| * [Introduce persona, e.g. Sgt. Sam Safety is a transportation specialist in the U.S. Army.] | * Background: [Life, cultural and historical background, e.g. born in Jacksonville, Florida to parents who served in the Air Force.] * Goals:[Objectives set for self, etc., e.g. buy a car.] * Motivations: [Forces influencing thoughts, behaviors and actions toward specific goals, e.g. acknowledgement from others, health and physical wellness.] * Challenges: [Tasks or situations hindering wellbeing, progress or goals, e.g. financial insecurity, facing adversity.] | * Skills/Experience: [Education, degrees, certifications, specialized training etc., e.g. high school graduate, detail oriented.] * Goals: [Objectives focused on career, e.g. promotion, build personal brand.] * Motivations: [Career-related factors contributing to a sense of accomplishment or self-esteem, e.g. salary raises, opportunities to learn new things.] * Challenges: [Tasks or situations challenging skills and abilities within the workplace, e.g. lack of training, balancing workload.] |
| ESSENTIALS |
| * [Main objective, e.g. gaining buy-in from subordinates on safety protocol is critical to increasing vehicular safety on base. Concerned with lack of support and push-back from others.] |
| DEMOGRAPHICS |
| * Age: [Age or age range, e.g. 17 - 19] * Occupation: [Profession, industry or field of service, e.g. high school student, pilot.] * Location: [City, state, country, region or area, e.g. Connecticut, U.S.] |
| BEHAVIORAL ATTRIBUTES | INFORMATION PROCESSING |
| * Motivations: [Behaviors that occur in purist of a goal, e.g. experiencing new things.] * Volition & Will: [Purpose, intent, and aspirational characteristics, e.g. persistence in difficult situations, resisting temptations.] * Self-direction: [Ability to make decisions independently, e.g. initiative in new situations, setting personal goals.] * Self-regulation: [Coping skills, e.g. impulse control, meditating.] | * Communication Channels: [Preferred means of giving and receiving information, e.g. email, face-to-face conversations, podcasts, memos.] * Social Media: [Frequently accessed platforms, e.g. Facebook, Instagram, X.] * Challenges: [Stories or information that is difficult for persona to digest, understand or relate to, e.g. incorrect information shared via social media about a particular procedure related to the persona’s occupation.] |