

Persona name _____

Picture

Realistic representation

Job Statement

When... [context]

I want to... [jobs-to-be-done]

so I can... [goals]

Jobs-to-be-done

What is the persona doing?

What are the single steps?

What is the primary, what the secondary job?

Profile

Short description with some demographic details such as age and some personal details like biography to create empathy as long as they are relevant and validated.

Context

In what situation is the job executed?

How often is it done?

When is it done?

Why is the job executed?

What is the trigger for this task?

Goals

What does the persona want to achieve? What to avoid?

What are the emotional and social goals?

Why does the persona want to achieve this?

What are the problems and challenges?

When is the persona successful? How is success measured?

How would the job be executed in a perfect world?