

# Persona

A fictional person who is a user of the product you are creating. Personas help all stakeholders discuss the users of a system and encourage an **empathetic** relationship with the users. Personas emerge out of ongoing research into the needs of users and the market. Personas are not made for non-user stakeholders.

## Design Elements

(adapted from “The Inmates are Running the Asylum” by Alan Cooper p.142 and others)

- A fictional, realistic name for the person
- A photo, usually from stock photos
- Demographic information (age, etc.)
- Professional and/or educational background
- A background “story”
- Relationship to the product
- Other applicable or “fun” details that help with empathy

## Example: Joseph Pike

Age: 26, New Graduate  
Lives in Guelph, Ontario with parents

Joseph studied sociology for three years then switched to business. He has an MBA from a second-tier business school. Joseph grew up in Guelph, Ontario and loves to travel.

Joseph is looking for an entry-level position in a larger corporation for marketing or sales. He doesn't have many of his own contacts on LinkedIn and so has decided to try using job search sites and apps.

Joseph loves thrillers and horror movies and is not in a serious romantic relationship.

Personas used in an Agile environment are not necessarily created up-front, nor are they static and unchanging.

