DISCRIPTIVE LABEL

NAME
Fictional Name

AGE
Age

JOB
Current job and company

STATUS
Marital status and parenting status

ABOUT
A short description that gives the persona some real personality, linking to both professional as well as personal life

QUOTE
"A Short quote that captures the essence of the persona"

OVERAL GOALS
Describe the the users ultimate goals that needs to be achieved. Try to avoid describing tasks in this part.

TASKS & RESPONSIBILITIES
List the tasks and responsibilities that need to be done in order to reach their goals.

PAIN POINTS & FRUSTRATIONS
List the pain points and frustrations that are experienced by the user and that he or she wants to overcome

pick 5 differentiating attributes or skills

AFFLUENCES & SKILLS

ATTRIBUTE 1 / BAD ●————●————●————— GOOD

ATTRIBUTE 2 / BAD ●————●————●————— GOOD

ATTRIBUTE 3 / BAD ●————●————●————— GOOD

ATTRIBUTE 4 / BAD ●————●————●————— GOOD

ATTRIBUTE 5 / BAD ●————●————●————— GOOD

plot the users level

ENVIRONMENT
Describe the environment in which the user needs to accomplish his or her goals

FEELINGS & ATTITUDES
List the relevent emotions, opinions and wishes that are relevent either to the current situation or the aspired one.

INFLUENCES
List the people, things, sources or places that influence how the use behaves and thinks.

Needs

Behaivour & Context

Aspirational

THE NUMBER CRUNCHER

NAME

George Hamilton

AGE

36

JOB

Accountant at Mendix

STATUS

Maried with 2 children

ABOUT

George is a very positive and busy person. Always looking for ways to improve both his professional as well as his personal life. He enjoys helping out his colleges and spending quality time with his kids.

QUOTE

"No more cutting down trees just for reporting's sake"

OVERAL GOALS

George needs to keep all the financial flows of the company well documented and almost instantly available for analyses and reporting. He would love to do this in the most efficient and modern way possible.
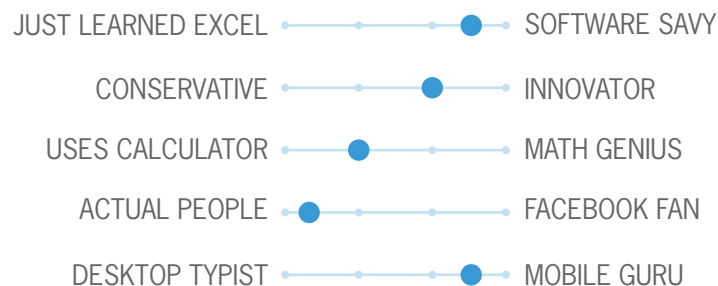
TASKS & RESPONSIBILITIES

- Collect all internal and external fin.documents
- Transfer all financial data into the central system
- Generate reports for management
- Notify colleges when incoming docs are over-due

PAIN POINTS & FRUSTRATIONS

- Easy to make mistakes - manual typing
- Lot of documents too late for reports
- Too many locations to get my input from
- Why are we still using paper?
- Have to work late every month for monthly report creation

AFFLUENCES & SKILLS

JUST LEARNED EXCEL ———————●— SOFTWARE SAVY

CONSERVATIVE ————————●—— INNOVATOR

USES CALCULATOR ——●———————— MATH GENIUS

ACTUAL PEOPLE —●———————— FACEBOOK FAN

DESKTOP TYPIST ———————●— MOBILE GURU

ENVIRONMENT

George works in his office with 3 colleges most of the time using his laptop. Sometimes he'll work next to other colleges if they need assistence or are behind on their work.
Due to his children, it's impossible for George to do any work outside of the office.

FEELINGS & ATTITUDES

- Likes to work with people
- Loves number crunching and making reports
- A bit sceptical about current systems
- Wishes to innovate the department
- Wish colleges would be notified if their documents are due

INFLUENCES

- Talks a lot with fellow accountants at conferences
- Subscribed to a lot of financial magazines
- Always has the latest apps on his phone
- Wants fast and digital tooling

Needs

Behaivour & Context

Aspirational