**[INST PROJECT NAME HERE]**

**Product Personas**

**[INST DATE HERE]**

**Version and Change History**

| **Date** | **Approver** | **Change Notes** |
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**Product Personas**

**Use Personas to describe how the application or system needs to behave from the user perspective.**

* Who are the different users?
* What are their key goals and objectives for this project?
* What are their motivations?
* How do they use the application or system?

**Paula Portfolio Manager (Example)**

| **Name & Title** | **Background Info** | **Pain Points** | **Questions** | **Wishlist** |
| --- | --- | --- | --- | --- |
|  | -List characteristics and behaviors.  -Consider demographics, job, lifestyle, spare time activities, attitudes, and common tasks. | -What problems/ pain should the product solve for this persona?  -Why would the persona want to buy or use our product? | -What objections or questions are they likely to raise? | -What activities is this person most likely to use?  -If we had to sell this product directly to this persona, what benefits would we sell? |

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