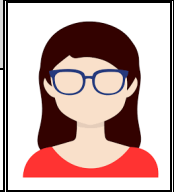


USER PERSONA (B2B)

Product name: xx	Segment: xx
Completed by: xx	Date: xx

General information	
Name and job title	Mary Insurance claims administrator
Description	Full-time, busy, stressed parent? Or part-time, semi-retired and wants to finish on time to get to the allotment? Are there any consistent looks, habits or behaviours in this persona?



Work information	
Jobs to be done	<ul style="list-style-type: none"> • What is this persona's job? • What is she trying to achieve in her day-to-day work? • Can you break her job into a set of tasks to better understand what she is trying to do? • Can you prioritise these tasks?
Pain points	<ul style="list-style-type: none"> • What is preventing Mary from completing all of these tasks quickly, efficiently and without mistakes? • Where are the blockers? • What are her frustrations?
User journey	<ul style="list-style-type: none"> • Can you describe how a set of tasks for a particular job would be done from start to finish if Mary lived in a perfect world? • This is her happy path, and this is what we're trying to achieve for Mary with our product. • This is an important step in the process and can be quite fun if you throw yourself into it!
Information sources	<ul style="list-style-type: none"> • Who does Mary associate with at work? • What does she read? • Where does she get her information from?