

## Persona Worksheet

To help them better understand the people they are designing for, UX teams create personas. In this activity, We will create one as a group. The activity leader will go through the worksheet asking for answers from the group and writing them down. If you prefer, you can fill this out yourself and give it to the activity leader. You do not need to answer every question; pick the ones that make the most sense.

## Tasks

- Fill out this worksheet to create our imaginary underwriter, Gladys Bohowskerson

Name:	Gladys Bohowskerson
Gender	Female
Age	
Ethnicity	
Education	
Hobbies/Vacations	
Employment history	
Family	
Car	
Kind of home (townhouse, condo, single family)	
Likes/dislikes	
How does this person spend their time at work? On the phone, on the computer?	
How does this person interact with co-workers? The boss?	
Who does this person trust most?	
Who is encouraging them to “do the right thing”?	
Who may be discouraging them from doing the right thing?	

# PromonTech-PFS Beta Lab

## Activity: Create a Factory Persona



Circle the values that are most important to this person. Here are some to get you thinking, but this is not an exclusive list, so feel free to write in your own:

Action	Efficiency	Peace and quiet	
Adventure	Exclusivity	Power	
Challenge	Fitting In	Predictability	
Change	Formality	Privacy	
Company profit	Friendship	Public recognition	
Competition	Fun	Safety	
Compliance	Idealism	Self-Help	
Connecting with others	Independence	Sleep	
Control	Learning	Status	
Convenience	Money	Teamwork	
Cooperation	Openness	Time	

What else should we know about this person?