

Modified this effort from the following source: [Ten Steps to User Persona](#) By Dr. Lene Nielsen

Instructions:

- Use this form to create an archetype sample of the persona you want to connect: user objectives, trusted information and education resources, perceived challenges ...
- Focus on the persona’s motivation to for them to answer: **What’s In It For Me? (WIIFM?)**

Note: You will have multiple community personas, add as you go.

Quality	Questions	Description
Name	Characteristics	
	Why are they interested?	
The Hypothesis	Work conditions	
	Work strategies and goals	
	Information strategies and needs	
Verification	Likes/Dislikes	
	Inner Needs	
	Values	

Quality	Questions	Description
	Area of Work	
	Work Conditions	
Defining	What is the need of this person	
Validation	Goals	
	What engages this persona	
	Feeling about the industry	
	Feeling about technology	
	Feeling about networking	
	Feeling about learning	

Quality	Questions	Description
	What are the differences between them	

Communities	Listening Posts and Watering Holes
Trusted sources i.e. blogs, websites:	
Online communities i.e. LinkedIn Groups, associations:	
Trusted media i.e. mainstream publications, news, or periodicals (online or other) :	
Local or national forums i.e. Project Management local chapters, etc...:	

Activity - Social Listening	Sites	Social Media	Blogs	Communities
Influencer:				
Influencer:				
Influencer:				
Influencer:				

Activity - Social Listening	Sites	Social Media	Blogs	Communities
Influencer:				
Influencer:				

Topic Tracker	Detail	Site(s)
Trend:		
Trend:		
Trend:		
Trend:		
Trend:		
Trend:		

Engagement Strategy	Frequency	Site(s)
Contribute to:		
Offsite comments on:		

Insert keywords

Insert key phrases

For more on how to develop and implement persona strategies, I invite you to **Community Persona Design for Organizations** series:

[Introduction: Community Persona Design for Organizations](#)

- 1. [Buyer persona for organization strategy and development](#)
- 2. [Community persona for organization development](#)
- 3. [4 design tools to meet persona context](#)
- 4. [Community persona resource and influence timeline](#)
- 5. [Communication with goal-oriented design and community persona strategy](#)
- 6. [Community persona for SharePoint intranet design](#)
- 7. [Community persona reaction for functional design](#)
- 8. [Community persona for change management](#)
- 9. [Community persona for project management](#)