

USER PERSONAS

Build one profile per meaningful pattern. Include only differences that could change a design decision.

01 / SET THE SCOPE

Which service, which people and which decision will this profile inform?

STATUS / DATE / OWNER

Research based or assumption based?

02 / NAME THE PATTERN

Describe an approach or need, not a stereotype.

GOAL

What is this person trying to achieve in this situation?

CONTEXT & CONSTRAINTS

Time, access, experience, support and circumstances.

BEHAVIOURS

What do people do, decide or work around?

NEEDS & BARRIERS

What must be possible? What gets in the way?

03 / EVIDENCE & UNCERTAINTY

Record source IDs, observed patterns and conflicting accounts.

DESIGN IMPLICATIONS

What should the design support? Mark proposals to test.

BELOW THE SURFACE

Challenge the distinction between profiles before using it to justify a design choice.

04 / CHOOSE ONE DESIGN DECISION

State the option or tradeoff you want to assess using the profiles.

PROFILE A

Pattern and relevant circumstances

What must this option support, and why?

PROFILE B

Pattern and relevant circumstances

What must this option support, and why?

05 / TEST THE REASONING

PERSON OR SITUATION?

Could the same person move between these patterns?

WHAT WOULD DISPROVE IT?

Which account could make you revise or merge the profiles?

NEXT RESEARCH STEP

What will you test, with whom, and what will you observe?

DECISION & REVIEW

Record the next action, owner and review trigger.