



# Persona Walk-Through Guide

A guide to see your website through your users' eyes

Persona name: \_\_\_\_\_

Website page you're evaluating: \_\_\_\_\_

## Part 1 - Answer the following questions to evaluate your webpage

#1	Does this page have a clear, visible, compelling message that speaks to this persona's <u>goals</u> ?	YES NO
#2	Does this page have a clear, visible compelling message that addresses this persona's <u>concerns</u> ?	YES NO
#3	Does this page have visuals (pictures, illustrations, charts, infographics, etc) that speak to this persona's goals or concerns?	YES NO
#4	What action do <u>you hope</u> this persona will take next? (What do you hope they'll click on?)	
#5	Based on what this persona sees on this page, what do you think they <u>will</u> do next?	

## Part 2 - Learn From Your Evaluation

If you answered “NO” to question #1 above, write down a message that would speak to this persona’s goals. Alternatively, if you have a testimonial that speaks to this goal, perhaps use it to let a happy customer deliver the message!

If you answered “NO” to question #2 above, write down a message that would address this persona’s concerns. Alternatively, if you have a testimonial that addresses their concern, perhaps use it to let a happy customer alleviate their concern!

If you answered “NO” to question #3 above, brainstorm some ideas for visuals you could add to this page.

If your answer to #5 above is different than your answer to #4, brainstorm some ways you could improve the likelihood of this persona taking the desired action. A couple common solutions include changing the text in your navigation or adding a Call To Action.

