

# DEFINE DASHBOARD USER PERSONAS

Practical guide for businesses



## Persona Name & Job Title

Sarah, Head of Marketing

## Goals & Responsibilities

- What are the key goals this persona wants to achieve with the dashboard?
- What are their daily responsibilities that the dashboard can support?

## Technical Expertise

- What is the persona's level with data and technology?
- Will they require basic or advanced functionalities from the dashboard?

## Information Needs

- What data points are most relevant?
- How will they use this information?

## Preferred Visualizations

- What types of visualizations would be most intuitive for this persona?

## Frequency of Use

- How often will this persona use the dashboard? Daily, weekly, or occasionally?

## Pain Points

- How can your dashboard address these pain points and make their work easier?

## Challenges

- What are the current challenges with accessing or understanding data?