amity

Member Personas Worksheet

Use the worksheet below as a guideline for user interviews to gain an understanding of your member personas. These questions will allow you to better empathize with members' experiences, be better equipped to meet member needs and validate your initial hypothesis.

Question	Answer
1. What about your community makes them want to engage with it?	
2. What attracted them to join your community initially?	
3. What needs does your community address and how?	
4. What pain points does your community solve and how?	
5. What might deter them from engaging with your community?	
6. How do they contribute to the community? (eg. sharing knowledge, creating content, sharing updates, etc.)	

Feel free to share feedback for this worksheet as well as possible improvements to advi@amity.co

7. What makes them want to regularly engage with the community?	
8. What memorable interaction(s) have they had with your community so far?	
9. How does the community enhance the overall experience of the product for them?	
10. What communities have they been a part of in the past?	