*\* These are the questions for inspiration to understand who our user is.*

*\* Usually a product has several types of users. Make portraits for each of them.*

*\* This portrait is only our hypothesis. Try to find a real person for this portrait and test your hypothesis.*

**1. Biography**: age, country of residence, social class, children, marital status. At what stage of life he/she is (the birth of a child, retirement, etc., useful info - a separate document with a life path)?. What type of people and factors indirectly affect him/her?

**2. Personality/Archetype:** a simplified perception of our user, like: 'botanik' (Russian slang for 'a geek'), sunty or old biddy, homo economicus, go-getter etc. Ideally, you have to look at your user from the vantage point of importance for your product.

Some quotations that would fit/describe his/her personality, like: 'Let's see the colour of your money first', 'My generation would never let these wankers out', 'I hate Justin Bieber. He's just one un-Bieber-able douchebag. Too sweet. A jerk, actually', ' Prison is for punishment, not rehab' and so on.

3. **Life goals and fears of the target audience**. Important! We are talking about the goals of a person in his/her life, do not consider him/her as a function for our product. Example: to emigrate within the next five years, build a house and move into it, become a Doctor of Science, fear of not receiving a pension, fear of occupation, etc.

4**. Goals and fears** associated with our product. For example: He/she is afraid that joining an inclusive school a teenager will receive less attention; he/she is afraid that a police will be more repressive if they find a human rights game in his/her place; he/she is afraid that a mobile application has a virus in it, etc.

**5. Competence/devices**: a language the user understands (Liek, MYOB, TBH). Which browser does he/she use, what hosting is used for emails (gmail.com, yandex.ru, mail.ru, corporate, etc.), which operating system is installed on a smartphone: IOS or Android; 5 applications or games that are mostly used on a smartphone/PC; what social networks he/she is registered in and active in, what messengers are actively and effectively used.

**6. Authorities**: where does the user get information from (specific names of newspapers, broadcasts, websites, blogs)? whose opinion is important for him/her (a head of the State, a rock star, a vloger)? how does he/she entertain himself/herself?

**7. User motivation and the mechanics of vanity.** Besides the obvious strife 'to reduce pain' with our product, the user can be frequently found overloaded with other intents: 'socialising', 'showing his importance', 'being in the know'. Importantly, you have to understand these motifs and be very clear about their weight. It would be also nice to understand what is the best gratification our user seeks: that way we will be able to understand some side mechanisms that will keep our user with the product (think of rewards like statuses, achievements, bonuses.

**8. Image:** The final touch for your character is his/her image, which reflects the personality and lifestyle of your character. You can take an image of an actor, take a picture of a colleague, etc.

**9. The volume/amount of such users**: it is important to have this issue in mind in order not to create a very expensive product for a very small group (exception: if a small group pays the right amount of money).

**10. What is a user willing to pay for your product:** money, time, attention? How many/much? Who else can pay for THIS user to have a product?

For those of you who want to know more:

You can conduct an extended study. An example would be the interview and the analysis using [Myers-Briggs (MBTI) indicator types](https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm?bhcp=1) and 5Factor Model.

For games and products with gamification: [https://gamified.uk/UserTypeTest2016/user-type-test.php#.WyvMr1UzbIV](https://gamified.uk/UserTypeTest2016/user-type-test.php#_blank)