

## Create your personas

In a document or on a piece of paper, go through each of the following steps. Start on a new page or in a new document for each different user and stakeholder. If you only have time to make one or two personas, focus on those who will be actually using your bot the most!

### 1. Background

Write down their:

* Name
* Age
* Profession
* Education

### 2. Characteristics

Rank the user or stakeholder from 1-10 on each of the scales:

* Tech savviness: New to tech (1) - Tech expert (10)
* Legal knowledge: None (1) - Legal professional (10)
* Mindset: Passive (1) - Proactive (10)
* Resources: Always in a rush (1) - Plenty of time (10)

Can you think of any other characteristics of this user that might be relevant?

### 3. Needs & motivations

Write down what you think your users' needs and motivations are. If you’re not sure, consider:

* How are they involved in the process being automated? What is their role?
* Why would they use this bot?
* What do they need during the process being automated?
* What do they need from the bot?

### 4. Pain points

Write down what you think your users' pain points are. If you’re not sure, consider:

* What do they find unenjoyable about the process?
* Is there anything that makes their role more difficult?