



# User Research Templates

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## User Journey Map

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Project:

### User Persona:

*Describe in as much detail as possible.*

### Context:

*Describe in as much detail as possible.*

### Touchpoints:

*Context / stage in the user's journey*

### Experience:

*Draw peaks and valleys based on how the user is feeling at each touchpoint.*

### Doing:

*What is the user doing?*

### Thinking:

*What is going through the user's mind when at this point?*

### Feeling:

*What is the user feeling?*



# User Persona

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**Your Project:**

**Full Name:**

**User Portrait:**

*A photo, graphic,  
or illustration.*

**User Bio:**  
*Back-story for  
the user, a mix  
of personal and  
professional.*

**Goals:**

*What do they  
care about?*

*What do they  
want to achieve?*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Age:**

**Sex:**

**Quote:**  
*Captures the  
user's essence.*

**Frustrations:**

*What are their  
pain points?*

*What's getting  
in the way of  
their goals?*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Location:**  
*Where does  
the user live?*

**Work:**  
*Title and role*

**User traits:**  
*List words  
that describe  
the user.*

**Key Factors:**

*What attributes  
does the user  
care about in  
selecting compar-  
able products,  
services, infor-  
mation sources,  
or experiences?*

- 1.
- 2.
- 3.
- 4.
- 5.

**Brands:**  
*What products  
and services  
do they use?  
What brands do  
they relate to?*



## Your Organization

guiding questions

Organization  
Name:

Your  
Name:

### About your Organization

1. Tell us about the organization: what does it do? How does it view itself? What is the culture like? How has it changed over the past \_\_\_ years? W
2. What are your organization's overall goals for the next year? Three years? Five years?
3. How are short, medium, and long-term strategies aligned to those goals? In other words, how is your organization going about achieving those goals?

### Industry and Competitive Context

4. Describe your industry in as much detail as possible: what is the business model? What are the key factors to consider? What are the risks inherent to your industry?
5. Describe the competition in as much detail as possible. Who are your competitors? What are your competitors doing really well? Who do they target? How do they reach their users?
6. What does your organization do better than the competition? What does your organization want to be known for doing better than the competition?

### About the Project

7. Why are you doing this project? What led your organization to recognize a need for it?
8. What's the goal the digital product needs to accomplish?
9. How does the digital product fit into the organization's strategy?
10. How will you measure the success of the project? In other words, what are the relevant metrics you'll need to keep track of to know whether the digital is achieving its goals?

### Organization Specific Questions (add below)

11.

12.

13.

14.

15.

16.