

User Persona Archetypes Guide

Formats: Markdown (canonical) | Word (DOCX) | PDF **Updated:** 2026-03-22 **License:** CC BY 4.0 --
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Four persona archetype templates for the roles that show up in most product teams' user research: the end user, the service provider, the internal stakeholder, and the product team member. Each template gives you the structure to turn research into a useful, referenceable persona.

When to use this

You've done user research and need to turn your findings into persona documents your team will actually reference. Or you're starting a project and need lightweight personas to ground your stories and roadmap decisions. This guide gives you four archetype templates that cover the most common user types -- customize them for your domain.

Companion template: See the [Persona Template](#) for a single, generic persona structure. This guide expands that into four specialized archetypes.

The four archetypes

Most products serve multiple user types. These four archetypes cover the roles that appear across industries -- from healthcare to fintech to B2B SaaS. Pick the ones that apply to your product.

Archetype	Who they are	Why they matter
End User	The person who uses the product directly	Their experience drives adoption, retention, and word-of-mouth
Service Provider	The professional who serves the end user (clinician, advisor, agent, instructor)	Their workflow determines whether your product gets used or worked around
Internal Stakeholder	The person inside your org who owns outcomes (ops manager, support lead, account manager)	They feel the pain when the product doesn't work and champion it when it does
Product Team	The designer, engineer, or PM building the product	Understanding their context prevents building features nobody can maintain

Archetype 1: End User

The person who interacts with your product to accomplish a personal or professional goal.

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## (Persona Name) -- End User

**User type:** (e.g., "Patient," "Subscriber," "Shopper," "Learner")
**Descriptor:** (1-2 word label: "The Overwhelmed New Parent," "The Reluctant Adopter")
**Demographics:** (Age range, location, relevant life context)

### Who they are
(2-3 sentences. What's their daily life like? What's their relationship
with the problem your product solves?)

### Goals
- (Primary goal -- what they're trying to accomplish with your product)
- (Secondary goal)
- (Emotional goal -- how they want to feel)

### Pain points
- (Current frustration -- be specific about frequency and impact)
- (Workaround they use today)
- (What they've tried before and why it didn't work)

### Behaviors
- (How often they engage with this problem area)
- (Devices, channels, and tools they use)
- (Time of day, context, and triggers for engagement)

### Quote
> "(Verbatim or representative quote from research)"

### What success looks like
(If we build the right thing, what changes for this person?)

**Data sources:** (List research inputs)
```

Archetype 2: Service Provider

The professional who serves end users and may use your product as part of their workflow.

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## (Persona Name) -- Service Provider

**Role:** (e.g., "Clinical Pharmacist," "Financial Advisor," "Customer Success Manager")
**Descriptor:** (1-2 words: "The Efficiency Seeker," "The Relationship Builder")
**Context:** (Practice size, caseload, org type)

### Who they are
(2-3 sentences. What does a typical day look like? How many people
do they serve? What pressures do they face?)

### Goals
- (Primary professional goal -- what outcome are they measured on?)
- (Workflow goal -- how they want their tools to work)
- (Relationship goal -- what kind of experience they want to provide)

### Pain points
- (Workflow friction -- where does the current process break down?)
- (Information gaps -- what do they wish they knew about their clients?)
- (Time pressure -- where are they spending time that doesn't add value?)

### Behaviors
- (Tools they currently use -- including workarounds and manual processes)
- (How they prepare for client interactions)
- (What they do when the system doesn't have what they need)

### Adoption factors
- (What would make them adopt a new tool? Speed, accuracy, integration?)
- (What would make them resist? Learning curve, workflow disruption, distrust?)
- (Who influences their tool choices? IT, management, peers?)

### Quote
> "(Verbatim or representative quote from research)"

### What success looks like
(If we build the right thing, what changes in their workflow and their
clients' experience?)

**Data sources:** (List research inputs)

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Archetype 3: Internal Stakeholder

The person inside your organization who owns business outcomes related to your product.

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## (Persona Name) -- Internal Stakeholder

**Role:** (e.g., "Operations Manager," "Support Team Lead," "Account Director")
**Descriptor:** (1-2 words: "The Metric Owner," "The Escalation Handler")
**Org context:** (Department, team size, reporting structure)

### Who they are
(2-3 sentences. What are they responsible for? What does their boss
ask them about? What keeps them up at night?)

### Goals
- (Business outcome they own -- with a metric if possible)
- (Operational goal -- what they need the product to do for their team)
- (Visibility goal -- what information they need to do their job)

### Pain points
- (Where the product creates work for their team instead of reducing it)
- (Reporting gaps -- what they can't see or measure)
- (Escalation patterns -- what issues land on their desk because the product didn't handle them?)

### How they evaluate the product
- (What metrics do they track that the product affects?)
- (What do they tell their boss about the product?)
- (When was the last time they complained about the product, and what about?)

### Quote
> "(Verbatim or representative quote from research or internal interviews)"

### What success looks like
(If we build the right thing, what changes in their operational
reality and their team's workload?)

**Data sources:** (List research inputs)

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Archetype 4: Product Team

The designer, engineer, or PM building and maintaining the product.

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## (Persona Name) -- Product Team

**Role:** (e.g., "Frontend Engineer," "UX Designer," "Product Manager")
**Descriptor:** (1-2 words: "The Context Seeker," "The Quality Guardian")
**Team context:** (Team size, tech stack, iteration cadence)

### Who they are
(2-3 sentences. What's their experience level with this product?
What part of the codebase or design system do they own?)

### Goals
- (Delivery goal -- what they need to ship and by when)
- (Quality goal -- what standard they hold themselves to)
- (Learning goal -- what they want to understand better about users)

### Pain points
- (Unclear requirements -- where do they get stuck waiting for answers?)
- (Technical debt -- what slows them down that isn't a new feature?)
- (Context gaps -- what do they wish they knew about users or business goals?)

### How they use personas
- (When do they reference user information? Story writing, design reviews, tradeoff decisions?)
- (What format works for them? Quick reference cards, detailed docs, embedded in tickets?)
- (What's missing from current documentation that would help them build better?)

### Quote
> "(Verbatim or representative quote from team interviews)"

### What success looks like
(If personas and user context are done well, what changes in how
this person does their work?)

**Data sources:** (List research inputs)

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How to use these archetypes

1. **Pick the archetypes that apply.** Not every product needs all four. A consumer app might only need End User and Internal Stakeholder. A B2B platform might need all four.
2. **Fill in from research, not imagination.** Every field should trace back to an interview, a survey result, a support ticket pattern, or an analytics finding. If you're making it up, label it as a hypothesis and test it.
3. **Keep them short.** A persona that's 3 pages long won't get read. One page per persona is the target. If it's longer, you're over-documenting.
4. **Put them where the team works.** Personas that live in a Google Drive folder nobody opens are useless. Put them in your project wiki, your Slack channel description, your story template. Make them unavoidable.
5. **Update them.** Personas are living documents. After every research round, revisit and revise. A persona from 18 months ago might be describing someone who no longer exists.

How did it go?

After creating your personas, check:

- ☐ Each persona is based on actual research data, not assumptions
 - ☐ Personas are one page or less (concise enough to scan in 2 minutes)
 - ☐ Pain points are specific and behavioral, not generic ("frustrated with the app")
 - ☐ Quotes are real (or closely representative of actual user language)
 - ☐ The team knows where to find the personas and references them in story writing
 - ☐ You've identified which archetypes matter for your product (not all four by default)
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