# Defining Personas for Instructional Design

Below are some of the items you will want to ensure you understand about each audience for which you will define a Persona.

* Age
* Location
* Language
* Job role
* Working times/Shift

Further, you will want to ask questions of various people within the identified group to get a better understand the audiences. Below are questions you can start with; you’ll want to build on this and use some clarifying questions to get a full understanding of each Persona.

1. What is your family situation? Married, single, kids (and ages) etc.
2. How long have you been with the company?
3. Do you practice a religion? Which one? How does your religion affect your work life and/or personal life?
4. Walk me through a day in your life, from the time you leave your home for work to the time you arrive back home.
5. What causes you a headache in your daily work life?
6. What do you love most about your job?
7. In your daily work, what takes you the most time to finish, and why?
8. When you need to learn something new, what is the first place you turn, ie: LMS, internet, co-worker, book podcast?
9. What do you do in your free time, ie: hobbies?