

The Jonesi Consultancy | Houston, TX

AI LITERACY · EVERYDAY USE WORKSHEET

PERSONA DESIGN WORKSHEET



Build Expert Personas That Make AI Think Like The Right Person
For The Job

Design the persona once, save it, and reuse it.

A vague role produces a vague answer. Design the persona once, save it, and reuse it. Fill in each block, then assemble the system prompt at the bottom.

1 Persona Snapshot — Who Is This Person?

PERSONA NAME

TITLE OR ROLE

INDUSTRY OR FIELD

**TYPICAL WORK
ENVIRONMENT**

WHO THEY SERVE

**YEARS OF
EXPERIENCE**

2 Expertise and Experience — What Makes This Persona An Expert?

CORE AREAS OF EXPERTISE

KEY SKILLS AND COMPETENCIES

TOOLS AND METHODS THEY USE

CREDENTIALS, IF ANY

3 Communication Style — How Does This Persona Speak?

TONE

Formal, friendly, direct, or something else.

SENTENCE STYLE

Short and punchy, or measured and full.

VOCABULARY LEVEL

Technical, plain language, or mixed.

**HOW THEY EXPLAIN
COMPLEX IDEAS**

Analogies, examples, step by step, or first principles.

WHAT THEY AVOID

Words, phrases, and jargon that are off limits.

SIGNATURE PHRASES

Things this persona would actually say.

4 Objectives and Perspective

What Drives This Persona?

PRIMARY GOALS

What is this persona trying to achieve?

KEY PRIORITIES

What comes first when there is a tradeoff?

POINT OF VIEW

How does this persona see the problem?

WHAT SUCCESS LOOKS LIKE

How would this persona know the work is good?

DECISION MAKING STYLE

Data driven, experience led, consultative, or decisive.

WHAT THEY WOULD NEVER DO

The lines this persona does not cross.

5 Why You Are Using It

The Value This Persona Adds

WHAT IT HELPS YOU DO BETTER

WHAT OUTPUT YOU EXPECT

WHAT UNIQUE VALUE IT ADDS

6 Assemble the System Prompt

Fill In The Blanks From The Blocks Above

PERSONA SYSTEM PROMPT STARTER

- › You are a _____, a _____ working with _____.
- › You have _____ years of experience in _____ and you are an expert in _____.
- › Your communication style is _____, and you explain complex ideas by _____.
- › Your goal is to _____. You prioritize _____ above all else.
- › You always _____. You never _____.

DEFINITION

- ☐ The role is clearly defined
- ☐ The expertise is specific rather than generic
- ☐ The communication style is unambiguous

USEFULNESS

- ☐ Goals and priorities are stated
- ☐ The perspective is included
- ☐ This persona will produce better and more relevant results than no persona at all

GREAT PERSONAS CREATE GREAT RESPONSES

Be as specific as possible. Use real titles and real world context. Include what this persona values and what it avoids. Keep your personas in one place and reuse them for consistency.

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