Synthesis: User Types Template

| **DOCUMENT INSTRUCTIONS 🏁🏁🏁**User types are identified during product framing and then validated during user research. This activity helps teams to think about the problem from the lens of their users and get a deeper understanding of creating a product that solves for specific user needs. User types should represent the group of users for your product or service and are based on the user research. They provide a quick way to understand users based on user insights. **Goals*** Analyze and synthesize the findings and insights from user research and group them by high-level user types
* Increase the team’s understanding of their different users
* Validate and modify product decisions to better meet user needs

**How to use this template:** The information collected in user research should be analyzed to identify what should be included in the user types. Once the program team has completed user research, analyze and synthesize the research findings and insights by users. Review the notes from user research, identify any emergent themes, patterns, and insights, and highlight key quotes. One way to help organize your research is to create an [affinity map](https://methods.18f.gov/decide/affinity-mapping/). Create a set of user types based on your findings, specifically noting observed goals, motivations, behaviors, and pain points. User types are then used in ideation and prototyping to ensure the solution or product meets their needs.**User type examples:** SmartPay, Fine Arts, Workplace***Template last updated:*** *05/04/2023* |
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# User Types: [Product/Project Name]

## [User Type 1 Title]

| **Instructions:** For each user type, create a title that describes the core user behavior. For example, “Small business owner” or “Agency real estate specialist.” Write a short description of the user and describe their role. Include any relevant quotes for this user type from user research. Define the user’s objectives and goals, any pain points uncovered, and scenarios that the users encounters, including any resources they use and their applicable skill and knowledge level. |
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[Summarize the user type, including any relevant quotes captured from user research.]

### Goals

* [List each user goal]
*

### Pain points

* [List each pain point]
*

### Scenarios

* [Describe the scenario and context for the user, including any resources they use or their skill and knowledge level for the topic]
*
*

## [User Type 2 Title]

[Summarize the user type, including any relevant quotes captured from user research.]

### Goals

* [List each user goal]
*

### Pain points

* [List each pain point]
*

### Scenarios

* [Describe the scenario and context for the user, including any resources they use or their skill and knowledge level for the topic]
*
*

## [User Type 3 Title]

[Summarize the user type, including any relevant quotes captured from user research.]

### Goals

* [List each user goal]
*

### Pain points

* [List each pain point]
*

### Scenarios

* [Describe the scenario and context for the user, including any resources they use or their skill and knowledge level for the topic]
*