

Persona name

Description of persona in one eye-catching sentence, containing important factors like age/stage in career, role/job title, demographics if these are relevant (ethnicity, family).



"QUOTE"

LIFE GOALS

- > In bullet points or narrative style
- > What Persona tries to achieve in life

END GOALS

- > Bullet points / narrative style
- > What Persona tries to achieve in job

EXPERIENCE GOALS

- > Bullet points / narrative style
- > What Persona expects from experiences when using system

MOTIVATIONS

- > Bullet points / narrative style
- > What motivates Persona

FRUSTRATIONS

- > Bullet points / narrative style
- > What frustrates Persona

WHY PERSONA IS A CHALLENGE

- > Bullet points / narrative style
- > What aspects of the Persona will be a challenge to create the system