

Persona



PHOTO _____

NAME _____

Here comes the name.

AGE _____

EDUCATION

Is your Persona well educated?

KEY CHARACTERISTICS

e.g. "impulsive buyer"

DESCRIPTION / USER STORY: _____

Fill it with a story of your Persona problems that you're about to solve with your product.

GOALS _____

What is she trying to achieve?

FRUSTRATIONS _____

What troubles her?

TRIGGER WORDS _____

MAGIC CHART