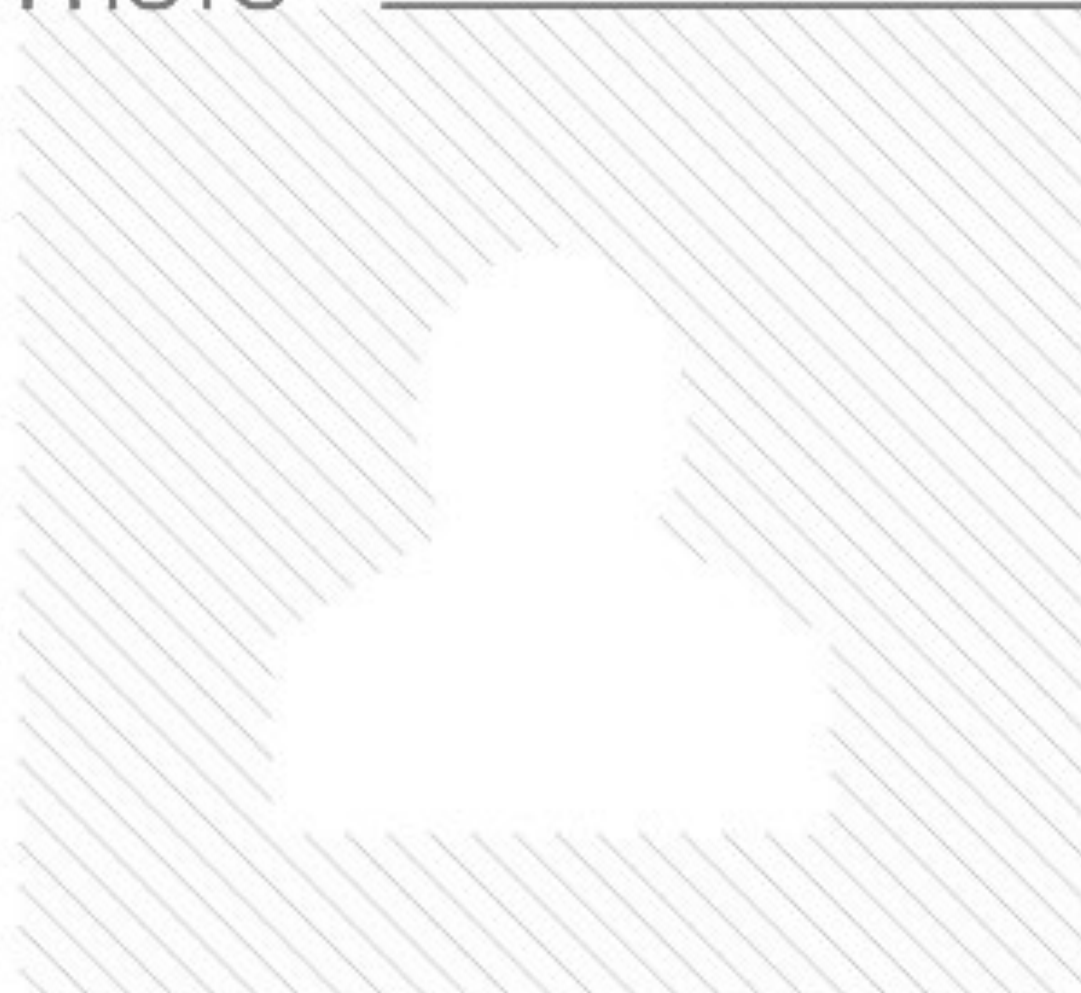


# Persona

PHOTO



NAME

Here comes the name.

AGE

?

EDUCATION

Is your Persona well educated?

QUOTE

Fill it with quote of your Persona to create simple point of focus.

OCCUPATION

What does she do for living?

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

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-

-

MAGIC CHART

-

-

-

— /10

— /10

— /10