

THEMATIC AREA: \_\_\_\_\_

## NAME

Use a realistic name for your persona.

## DESCRIPTION

What type of persona is this?

## QUOTE

Provide thoughts or words from the persona that capture the essence of who they are.

## PICTURE

Draw a picture, cut from a magazine or print from a webpage and paste here.

## WHO IS IT?

Describe the personal profile, age, location, job title, and other characteristics of the persona.

## MOTIVATIONS

What motivates the persona? What are their (latent) needs and desires? What is their point of view?

## GOALS

What is the persona trying to accomplish?

## BEHAVIORS

What do they do? Tell stories about their behavior as it relates to their role. Describe how they communicate. What messages do they respond to? What are big frustrators?