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Persona Name

*“A quote that captures an important point of view from the persona relevant to the project topic.”*

Background

A couple of paragraphs that provide an understanding of who the persona is, relevant background info and how they relate to the project topic.

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About

Age:

Work:

Family:

Location:

Education:

Motivations

A paragraph or list of what drives this persona — care for others, ambition, doing well, being fair, etc.

Dimensions

Goals/Desires

A few sentences or bullet list of their goals of desires as they relate to the project area

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Frustrations/Needs

A few sentences or bullet list of their frustrations in the project area and what they need.

2 x 2 Diagram

*“Another quote with the persona’s priority need or suggestion.”*



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