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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Goals/Desires

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

"Another quote with the persona's priority need or suggestion."

Dimensions

lo ——————————— hi

lo ——————————— hi

lo ——————————— hi

lo ——————————— hi

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.

Frustrations/Needs

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

2 x 2 Diagram