

Persona Development

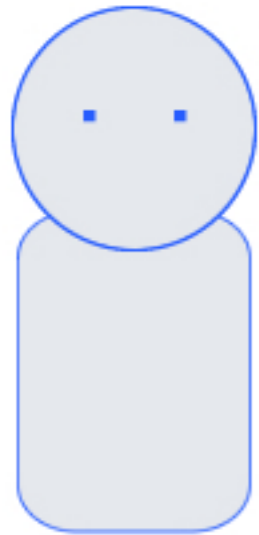
Project Name:

Your Name:

Persona #:

Facts

Biographic info about customer: Name, Gender, Age, etc...



Pain

State the potential problem(s) you believe your product/service will solve

Example: I am a busy parent who doesn't have time to cook.

Barriers

State the barriers that prevent user from completing goal(s)

Example: I don't have enough money to buy a car.

Goals

State customer's desired end state

Example: I want to be able to get to work on time every day.
