

*Add image that
represents this
persona*

Name

Age:

Education:

Hometown:

Family:

Occupation:

*“Relevant personal quote that captures the
persona’s attitude and personality”*

Goals

- The related objectives this person wants to successfully complete

Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona’s user journey, highlighting their goals, frustrations, and other relevant context.