Project Name | Persona

PROFILE / ROLE: PROFILE / ROLE
LOCATION: LOCATION
AGE: AGE
HOBBY, ACTIVITIES: HOBBY, ACTIVITIES
EXPERIENCE: EXPERIENCE

KEY GOALS: (needs, desires)

DEADLINES: (daily / weekly / monthly)

ATTITUDE: (point of view, expectations, perception)

DECISION MAKER Slow ☐ ☐ ☐ ☐ ☐ Fast

DECISIONS MADE ON Facts ☐ ☐ ☐ ☐ ☐ Intuition

LEVEL OF STRESS Low ☐ ☐ ☐ ☐ ☐ High

FRUSTRATIONS: (areas to improve, disadvantages of existing apps)

MORE INFO: (trends, mindstyles, other info)

A DAY AT THE OFFICE / A TYPICAL EXPERIENCE WITH THE SERVICE OR PRODUCT (typical flow and/or use cases)