PERSONA:

NAME: _____

AGE: _____

JOB: _____

INCOME: _____

FAMILY: Y / N   **KIDS:** _____

LIVES WHERE: _____

SUMMARY:

LIFE CHOICES:

WORK STORY:

CURRENT PROBLEM / ISSUES THAT RELATE TO YOUR PRODUCT(S):

WHAT COULD HAPPEN IF THIS ISSUE ISN'T RESOLVED?

WHAT COULD / WOULD HAPPEN IF THE PROBLEM IS SOLVED?

IN A NUTSHELL:

ireckon