

Persona

Persona __



Name: _____

Age: _____

Job: _____

Income: _____

Gender: _____

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 Were Solved? _____

In A Nutshell: _____
