

Persona #01

[brief description of the persona]

Name:

Age:

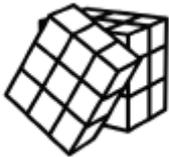
Gender:

Ethnicity:

Location:

Draw a profile picture here

[brief background blurb of the persona, using the key information above]



CHALLENGES

(What are some of their challenges?)



NEEDS

(What are their needs?)



PAIN – POINTS

(What are their pain points?)