





 **Basic information.** i.e. Name, age, job title, location and type of persona...

 **Quote**



 **Bio.** i.e. About, hobbies, family, likes and dislikes, idols...


 **Keywords.** i.e. Friendly, enthusiastic, empathetic, smart...


 **Motivations.** What drives your persona to their goal?...

 **Goals.** What does your persona want to achieve?...


 **Opportunities.** How would you help your persona reach their goals?...

 **Technology.** i.e. Smartphone, tablet, laptop, watch...

 **Frustrations.** Why can't your persona reach their goals?...

 **Challenges.** What would prevent you to help your persona?

 **Brands.** i.e. Apple, Instagram, Nike, Google, etc...

 **Needs.** What are the aspirations your persona have?



This work is licensed under the Creative Commons Attribution-Share Alike 4.0 Unported License. To view a copy of this license, visit: <https://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.