

Persona Profile Template Instructions

Page 1

Resource page

.....

Copy and paste these icons where needed in your persona profile

.....

Page 2

Persona Template
example with
instructions

.....

Use this page as an example fo how to complete each section on the next page

.....

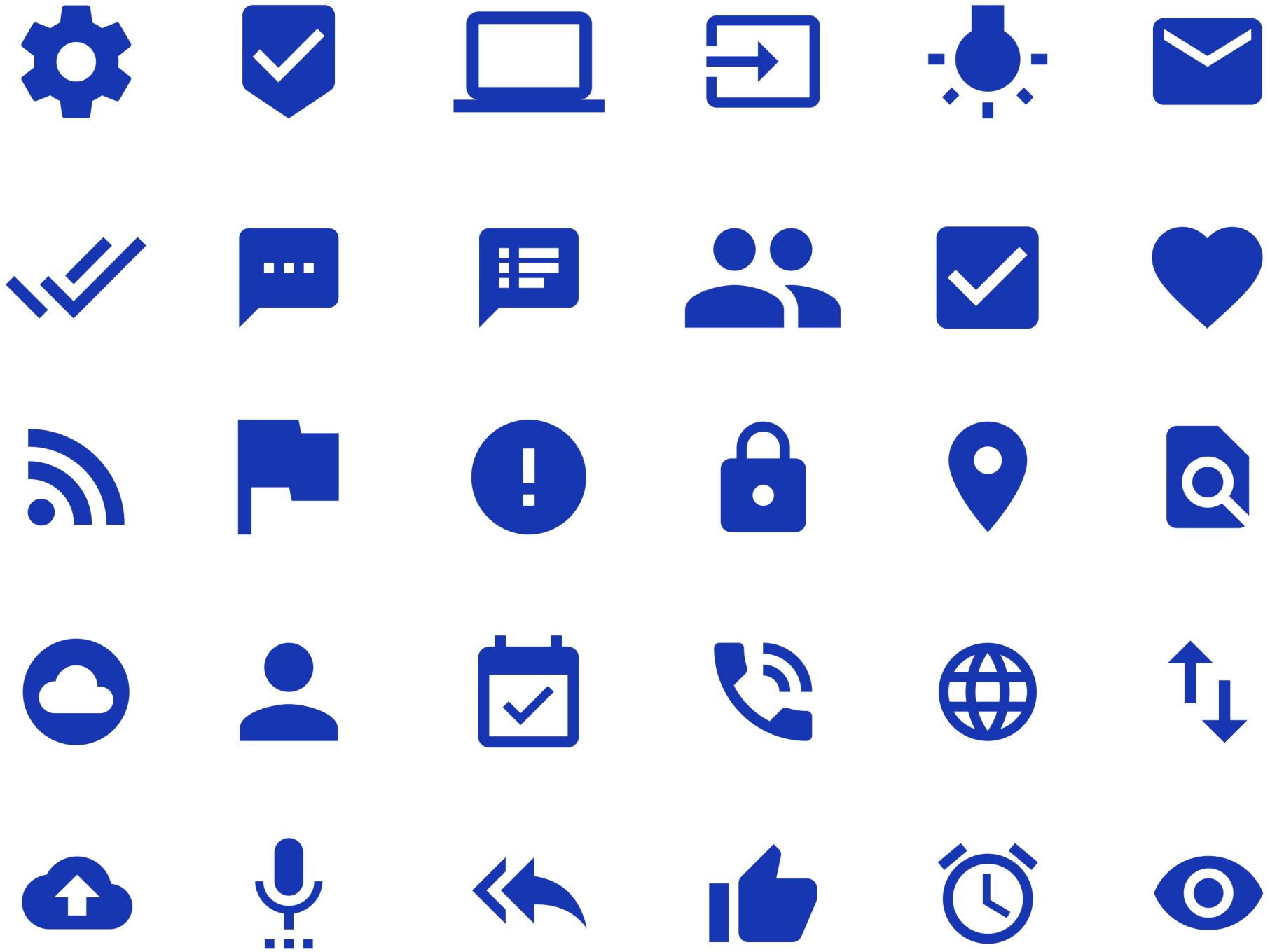
Page 3

Blank Persona
Template

Complete this blank template with what you need to create your persona, repeat as many times as need to create all persona profiels

Resource Page

Icons that can be used in your persona
profile



Persona Name:

[Give your persona a memorable name]

Persona Description

[Write a brief narrative description of the persona, combining the information above into a coherent story. This helps bring the persona to life and makes it easier to understand and empathise with.]

Demographics

Age:

Occupation:

Gender:

Location:

Income Range:

Background

Education:

Family Status:

Career History:

Goals

Short-term Goals:

Long-term Goals:

What do they want to achieve?

Motivations

Aspirations

Desires

What drives their decision-making?

Challenges

main frustrations and obstacles.

What problems do they face in their daily life or work?

Preferred Communication Channels

Where do they get their information?

Which social media platforms do they use?

Do they prefer email, phone calls, or in-person meetings?



Persona Name:

Demographics

Background

Persona Description

Goals

Motivations

PHOTO

Challenges

Preferred Communication Channels