

PERSONA DEVELOPMENT

Add a photo for your persona, or sketch a cartoon version instead :-)



Add a name for your persona here.

Create a quote to identify with this persona. The quote should sum up their worldview, rather than expressing detailed product preferences.

PERSONA BIO

Write your persona's background story here.

AGE

OCCUPATION

STATUS

LOCATION

GENDER

STATUS

GOALS & NEEDS

-
-
-

FRUSTRATIONS / FEARS

-
-
-

PERSONALITY

Mark where this persona fits in the Myers-Briggs personality types.

https://en.wikipedia.org/wiki/Myers%E2%80%93Briggs_Type_Indicator#/media/File:MyersBriggsTypes.png

Extrovert	Introvert
<input type="checkbox"/>	<input type="checkbox"/>

Thinking	Feeling
<input type="checkbox"/>	<input type="checkbox"/>

Sensing	Intuition
<input type="checkbox"/>	<input type="checkbox"/>

Judging	Perceiving
<input type="checkbox"/>	<input type="checkbox"/>