



Persona type

Name

Age

Location

Technical comfort

Job Title

 Feel free to doodle!

Back story

Tell us a bit about their lives

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Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

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Frustrations

What's stopping them from choosing the service/website or annoying them?

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Their ideal experience

Their story including features and content which will help them have a great experience

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Quote

Sum up their experience with the website/organisation/service. Positive or negative.

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