

Draw your
persona here

About this persona

Name?
Background?

1 Pains
Fears, frustration and anxieties

2 Gains
Wants, needs, hopes and dreams

3 Jobs to be done
What are they trying to do and why is it important for them?

4 Reality
How do they achieve those goals today? Any barriers in their way?

5 Stories and observations
Write down quotes or observations that best describe their experience

6 Context
Are there other factors that we should take in consideration?