

PERSONA WORKSHEET

NAME

AGE

LOCATION

PROFESSION

AUDIENCE

WHAT DOES THIS PERSONA WANT FROM YOUR COMPANY?

Write down 2-3 first person statements this person would make about why they are interacting with your company.

WHAT KEEPS THEM FROM CARING MORE DEEPLY ABOUT YOUR COMPANY?

Write down 2-3 obstacles that stand in this person's way as they attempt to interact with your company.

DRAW A PHOTO OF THIS PERSON!

WHAT IS THEIR DAY-TO-DAY REALITY THAT INFLUENCES HOW THEY ENGAGE WITH YOUR COMPANY?

Write down 2-3 details about their life that tell you how their day-to-day life affects how they interact with your company.

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