

Let’s create a personas. It helps to think of real people you know or know about.

Name

Age

Region or Country

Profession or Role

1. Description & Bio

What are important private and business informations about the persona?

2. Needs & Expactations

What are your personas needs & expactations?

3. Motivations & Attitudes

How does your persona feel about their tasks and what is the motivation behind their actions?

4. Relevant Jobs to be Done

Which (daily) tasks does your persona face?

5. Painpoints & Frustrations

What is or could be frustrating for your persona?

6. Channel or Product Preference

Which channels of interaction and communication does your persona use and prefer?