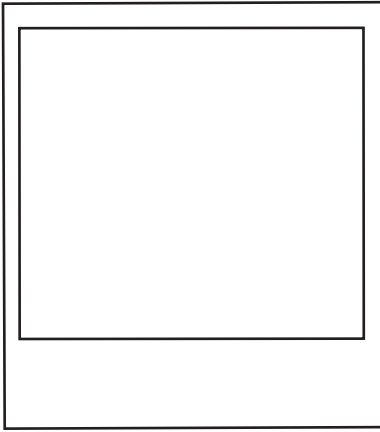




Persona Template



Name

Age

Location

Technical Level

Job

Draw your persona

Biography

Provide some details about your persona

Motivations

What drives your persona? Why do they need this website/service?

Frustrations

What's is stopping them from using the product or service? What annoys them?

Their ideal experience

Features and content that will provide the ideal user experience

Quote

Provide a sample quote

“

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