

PERSONA DEVELOPMENT

Add a photo for your persona, or sketch a cartoon version instead :)



Add a name for your persona here.

Create a quote to identify with this persona. The quote should sum up their worldview, rather than expressing detailed product preferences.

PERSONA BIO
Write your persona's background story here.

AGE

OCCUPATION

STATUS

LOCATION

GENDER

STATUS

GOALS & NEEDS

-
-
-

FRUSTRATIONS / FEARS

-
-
-

PERSONALITY

Mark where this persona fits in the Myers-Briggs personality types.
https://en.wikipedia.org/wiki/Myers%E2%80%93Briggs_Type_Indicator#/media/File:MyersBriggsTypes.png

Extrovert	Introvert	Thinking	Feeling
Sensing	Intuition	Judging	Perceiving