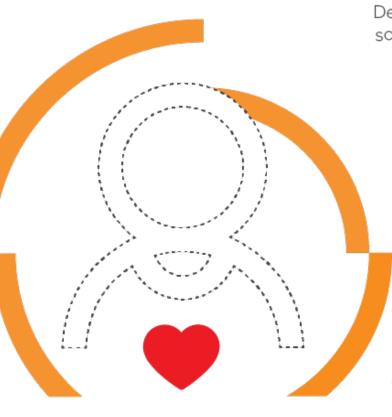
NAME: Include fictional name.

DESCRIPTION

Age, occupation, family and location, a quotation that capture this user's personality.

HEADACHES & FEARS

What hurts? The challenges this user would like to avoid, an obstacle that prevents this user from achieving their goals. Problems with available solutions.



NEED

What does this person really want? A task that needs to be completed. A life goal to be reached. Or an experience to be felt.

EXPERIENCES

Describe the user journey. It should include some of the history leading up to a current use case. Frequency of activities, processes, environment.

OBJETIVES & HOPES

What are positive opportunities the persona experiences in their life? These could be in work, or private life what hopes does the persona have for the future?