

**NAME:** Include fictional name.

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## DESCRIPTION

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

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## EXPERIENCES

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

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## 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.

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## OBJECTIVES & 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?



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## 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.