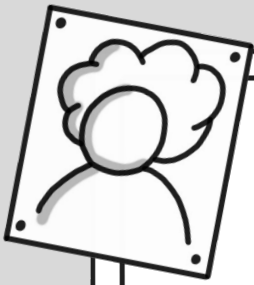


# PERSONA TEMPLATE

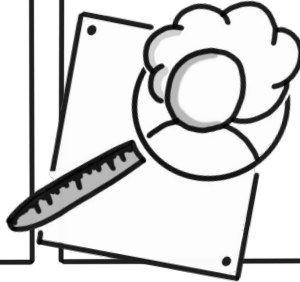
## TITLE & PICTURE

Add a name & draw or upload a picture of your persona.



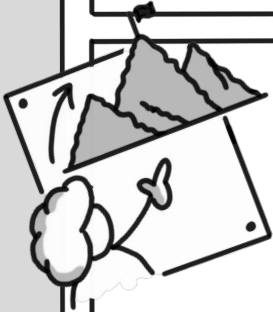
## BACKGROUND & DEMOGRAPHIC

Add some background information for your persona. This could include things like their occupation, demographic, lifestyle & skills.



## PERSONAL GOALS

What does this persona want to achieve? What personal goals do they have?



## PERSONAL CHALLENGES

What challenges do they face both physical & circumstantial?



## PRODUCT FIT

What needs does the product or service fulfill?

