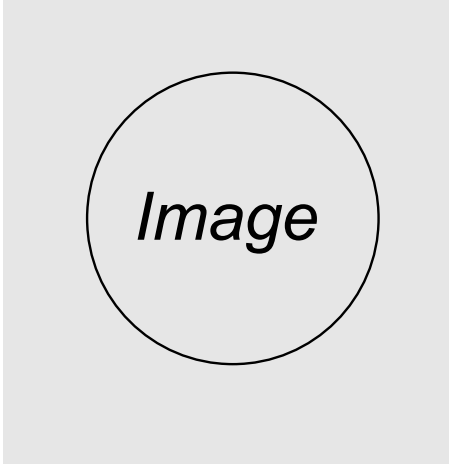


Persona Template (Informal)

| | | |
|--|--|--|
|  <p><i>Name</i> User Role: <i>Role name</i></p> | <p>Background</p> <p>Attributes, occupation relevant personal history, experience with the product or brand, lifestyle choices, thoughts and emotions</p> | <p>Usage</p> <p>Goals, reasons to acquire or use the product, jobs the persona hires the product for, delighters ('wow' features)</p> |
|--|--|--|