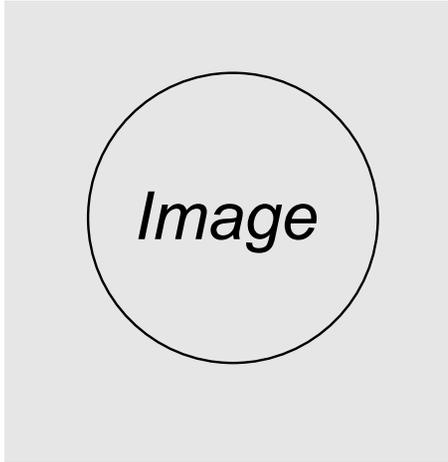


Persona Template (Informal)

 <p><i>Image</i></p> <p>Name</p> <p>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>
--	--	--