



Persona type

Name

Age

Location

Technical comfort

Job Title

 Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

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Motivations

How have they found or heard about the website/service? Why would they be interested?

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Goals

What do they want to get out of this service? What are they aiming to achieve?

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Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

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Quote

We'll know we've done a good job when this persona tells us

“

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