

Name Age

Large dotted-line box for a profile picture, with a camera icon at the bottom right.

Light gray speech bubble box with double arrows (») on the left and double arrows («) on the right.

Which statement best describes this person?
The statement should pertain to the product.

Type of persona

Profession

Marital status

Technical know-how

About Say something about the person's life.
[Empty box for text]

Professional duties & responsibilities
What are the key duties in the profession, what is expected?

-
-
-

Character What are the person's behavioral patterns, values, fears, desires, etc.?

-
-
-

Objectives What is the person trying to achieve with the software?
Which tasks do they want to carry out?

-
-
-

Needs & expectations
What are the person's needs as they use the product?
What do they expect from the product?

-
-
-

Frustration What prevents the person from using a product?
What annoys them?

-
-
-

The ideal feature would be ...
[Empty box for text]