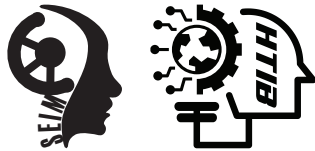




PERSONA



Who is the customer you are designing for?

Draw your persona	Demographic characteristics	Challenges
 Name:	What do you know about your customer’s demographic characteristics? E.g. gender, age, occupation, location, education, income, family, etc.	What challenges does your customer face? What do they get frustrated by?
Who am I?	Personality characteristics	Motivations
Write a short bio about your customer.	What do you know about your customer’s personality characteristics? E.g. lifestyle, social class, attitude, principles, beliefs, interests, etc.	What motivates your customer? What gives him/her energy and what is he/she passionate about?