

Personas

- Tips
- Don't just focus on pain points; it's possible to improve or add even more value to positive experiences!
 - A persona can represent a single person, a group, or even an organisation.
 - Another way to represent a group is by choosing an individual within the group to personify.

<div><div></div><div>Name: Gender: Age: Marital Status: Occupation:</div></div> <div>Lifestyle/Preferences/Background</div>		<div><div></div><div>Name: Gender: Age: Marital Status: Occupation:</div></div> <div>Lifestyle/Preferences/Background</div>		<div><div></div><div>Name: Gender: Age: Marital Status: Occupation:</div></div> <div>Lifestyle/Preferences/Background</div>	
Motivations	Goals	Motivations	Goals	Motivations	Goals
Frustrations	Needs/Wants	Frustrations	Needs/Wants	Frustrations	Needs/Wants