Persona Notepad

First impressions

PROFILE PHOTO

NAME

QUOTES

ROLE

DEMOGRAPHICS

Motivation & Behaviour

GOALS
What does the user want to achieve

JOURNEY
How does the user currently solve this problem?

MOTIVATION VS ABILITY

High

Motivation

Low

Hard to do **Ability** Easy to do
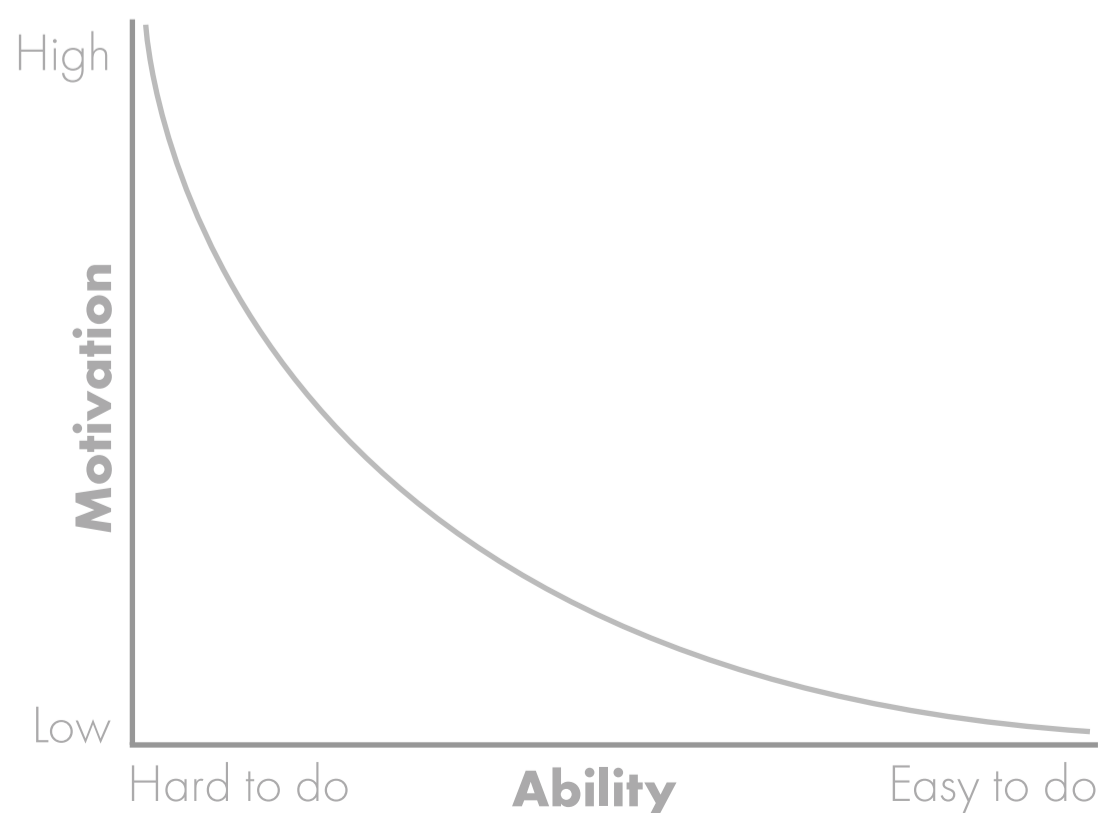
MOTIVATING FACTORS

INHIBITING FACTORS

POSSIBLE TRIGGERS
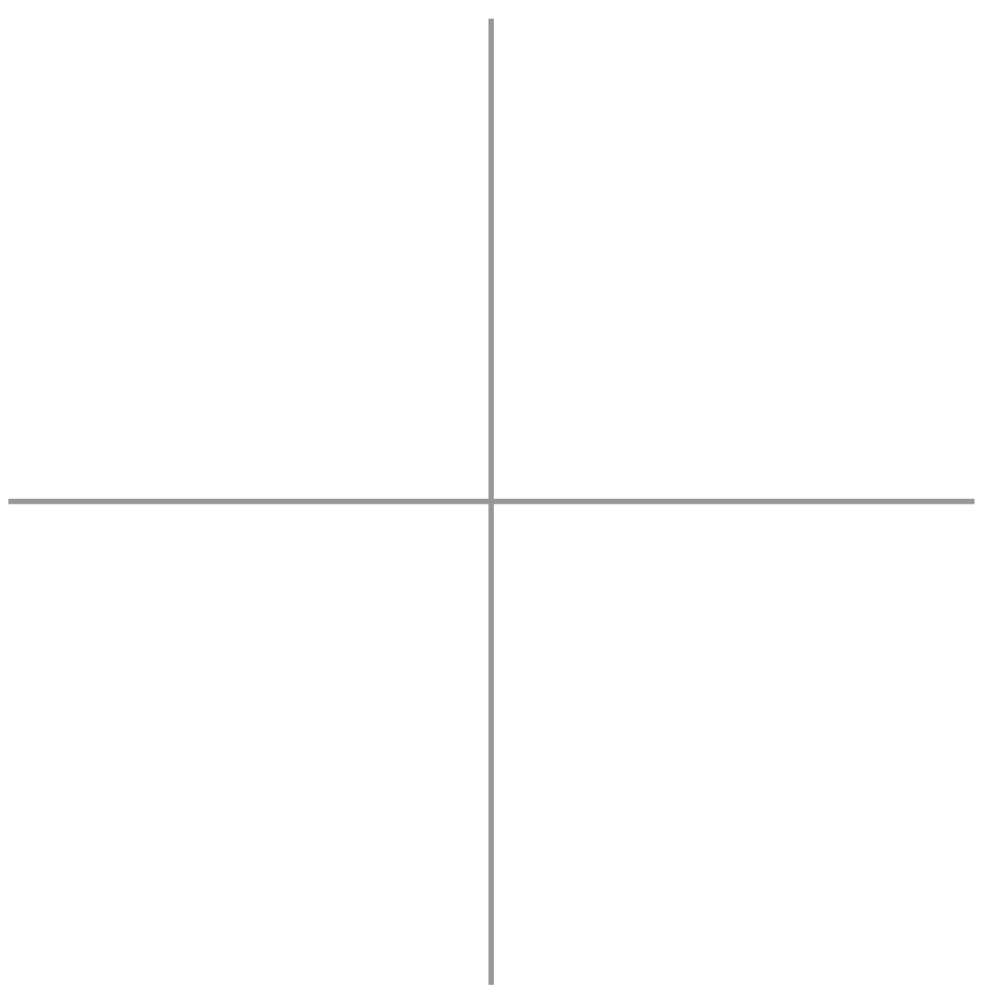
Influencers

INFLUENCER 1
Quote or insight

INFLUENCER 2
Quote or insight

INFLUENCER 3
Quote or insight

Environment

CONTEXT 1
Device, think, feel, hear, see

CONTEXT 2
Device, think, feel, hear, see

CONTEXT 3
Device, think, feel, hear, see

Persona Family

RELATED PERSONAS
Which other personas are related to this one?

PERSONA MATRIX
How does this Persona fit, in the context of other Personas