Worksheet: **Persona**

Create a persona

Brainstorm and work together to create a persona

Jump from step to step to piece together a persona that is relatable and representative.

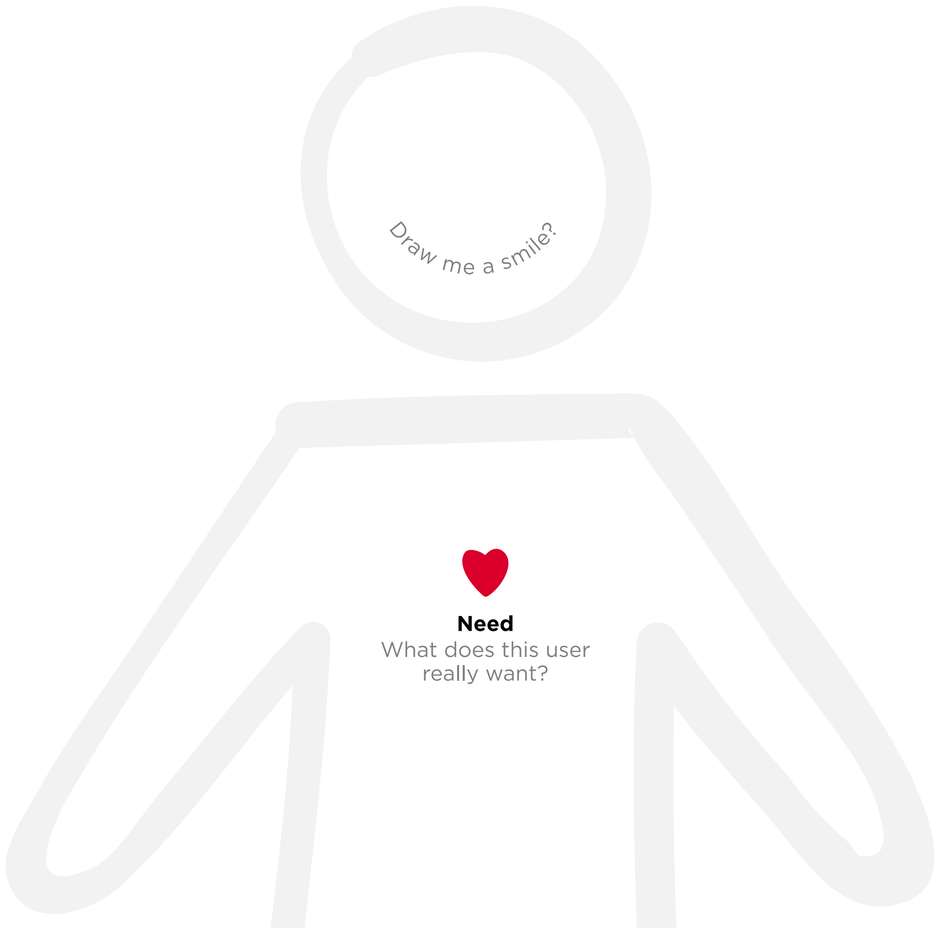
Name:

Job:

Persona details
Describe the user in detail and explain his/her job.

Headaches
Describe the challenges this user has in his/her life or work.

Hopes
Describe the hopes this user has in his/her life or work.



Skills
Describe what this user is good at. What about digital skills?

Need
What does this user really want?

Digital fix
Describe how digital technology can help this person.

This worksheet is designed by Bopinc