



## MEET USER PERSONA # \_\_\_\_\_

---

### DEMOGRAPHIC

Lives: \_\_\_\_\_

Occupation: \_\_\_\_\_

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Education: \_\_\_\_\_

Income: \_\_\_\_\_

Married?: \_\_\_\_\_

Kids: \_\_\_\_\_

### DAY TO DAY LIFE

Typical Weekday Involves: \_\_\_\_\_

\_\_\_\_\_

Care Most about the Opinions of: \_\_\_\_\_

\_\_\_\_\_

What you find at my workspace: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

One Item they couldn't live without: \_\_\_\_\_

\_\_\_\_\_

This year's goal: \_\_\_\_\_

\_\_\_\_\_

I get my news from (industry news or otherwise): \_\_\_\_\_

\_\_\_\_\_

Top 3 Bookmarked Sites: \_\_\_\_\_

\_\_\_\_\_

What I do in my freetime: \_\_\_\_\_

\_\_\_\_\_

Personality Traits: \_\_\_\_\_

\_\_\_\_\_

Trying to Change/Improve: \_\_\_\_\_

**WHY WOULD THEY CHOOSE YOUR SITE/PRODUCT**

---

---

---

---

---

---

---

---

---

---

**MORE ABOUT**

---

---

---

---

---

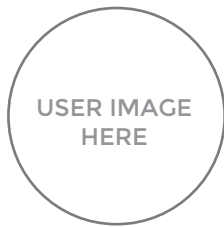
---

---

---

---

---



## MEET USER PERSONA # \_\_\_\_\_

---

### DEMOGRAPHIC

Lives: \_\_\_\_\_

Occupation: \_\_\_\_\_

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Education: \_\_\_\_\_

Income: \_\_\_\_\_

Married?: \_\_\_\_\_

Kids: \_\_\_\_\_

### DAY TO DAY LIFE

Typical Weekday Involves: \_\_\_\_\_

\_\_\_\_\_

Care Most about the Opinions of: \_\_\_\_\_

\_\_\_\_\_

What you find at my workspace: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

One Item they couldn't live without: \_\_\_\_\_

\_\_\_\_\_

This year's goal: \_\_\_\_\_

\_\_\_\_\_

I get my news from (industry news or otherwise): \_\_\_\_\_

\_\_\_\_\_

Top 3 Bookmarked Sites: \_\_\_\_\_

\_\_\_\_\_

What I do in my freetime: \_\_\_\_\_

\_\_\_\_\_

Personality Traits: \_\_\_\_\_

\_\_\_\_\_

Trying to Change/Improve: \_\_\_\_\_

**WHY WOULD THEY CHOOSE YOUR SITE/PRODUCT**

---

---

---

---

---

---

---

---

---

---

**MORE ABOUT**

---

---

---

---

---

---

---

---

---

---



## MEET USER PERSONA # \_\_\_\_\_

---

### DEMOGRAPHIC

Lives: \_\_\_\_\_

Occupation: \_\_\_\_\_

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Education: \_\_\_\_\_

Income: \_\_\_\_\_

Married?: \_\_\_\_\_

Kids: \_\_\_\_\_

### DAY TO DAY LIFE

Typical Weekday Involves: \_\_\_\_\_

\_\_\_\_\_

Care Most about the Opinions of: \_\_\_\_\_

\_\_\_\_\_

What you find at my workspace: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

One Item they couldn't live without: \_\_\_\_\_

\_\_\_\_\_

This year's goal: \_\_\_\_\_

\_\_\_\_\_

I get my news from (industry news or otherwise): \_\_\_\_\_

\_\_\_\_\_

Top 3 Bookmarked Sites: \_\_\_\_\_

\_\_\_\_\_

What I do in my freetime: \_\_\_\_\_

\_\_\_\_\_

Personality Traits: \_\_\_\_\_

\_\_\_\_\_

Trying to Change/Improve: \_\_\_\_\_

**WHY WOULD THEY CHOOSE YOUR SITE/PRODUCT**

---

---

---

---

---

---

---

---

---

---

**MORE ABOUT**

---

---

---

---

---

---

---

---

---

---