**Profle title**

|  |  |
| --- | --- |
| **Persona name** |  |
| **Persona role** |  |
| **Job description** |  |

**Company**

|  |  |
| --- | --- |
| **Company name** |  |
| **Company size** |  |
| **Industry** |  |

## Demographic information

|  |  |
| --- | --- |
| **Age** |  |
| **Gender** |  |
| **Income** |  |
| **Education level** | e.g. Some college |
| **Residential environment** | e.g. Suburban |

## Personal quote

Add a quote from an actual customer who resembles the persona you're building

## Biography

Add a short bio for your persona, including where they come from and how they ended up in their current role

|  |  |
| --- | --- |
| **Professional goals** | **Motivators** |
| * e.g., Tom wants to become a better leader | * e.g., Katia wants to rise up the ranks quickly and retire early |
| **Challenges** | **Sources of information** |
| * e.g., Wendy works remotely and has trouble staying in sync with teammates | * e.g., Pranav reads the latest business and finance news |