PERSONA WORKSHEET

SKETCH THEM, ADD BIO & DEMOGRAPHIC DETAILS	BEHAVIORS & HABITS
STORIES SOFNARIOS & FRUSTRATIONS	NEEDS / DROPLEMS / COALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS
STORIES, SCENARIOS & FRUSTRATIONS	NEEDS / PROBLEMS / GOALS TIP: WHEN DIVIDING RESULTS INTO PERSONAS, SPLIT BASED ON SIMILAR NEEDS & GOALS, NOT BEHAVIORS.