


Design Thinking: Persona Template

Persona name:	Charlotte
Photograph: Use a photograph that is not someone famous.	
Age:	33
Job:	Software developer
Status: Single/ Married etc.	Single
Other relevant bio information:	Charlotte is a yoga fanatic who also loves her dog, Fifi. She likes to meet like-minded people and exchange ideas.
Goals: Bullets and no more than 3	Find a group who shares her love for yoga and dogs and a place where they can do yoga and also bring their furry companion along.
Pain point/ concerns: Bullets and no more than 3	How to find a studio that allows dogs in the classes and also classmates that accept the idea.
Like and dislikes: Bullets and no more than 3	Like – Yoga <ul style="list-style-type: none"> - Animals - IT

