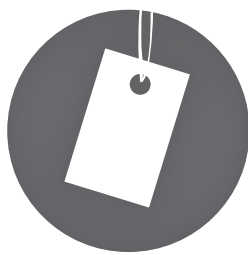




ROMAN'S PERSONA TEMPLATE

| <div> PICTURE & NAME</div> | <div> DETAILS</div> | <div> GOAL</div> |
|--|---|--|
| <p>What does the persona look like? What is its name? Choose a picture and a name that are appropriate and that help you develop sympathy for the persona.</p> | <p>What are the persona's relevant characteristics and behaviours? These may include demographics, job, lifestyle, spare time activities, and common tasks.</p> | <p>Why would the persona want to buy or use the product? What problem should the product solve? What benefit does the persona want to achieve?</p> |

