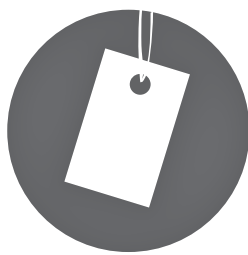




ROMAN'S PERSONA TEMPLATE

<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? For instance, demographics such as age, gender, occupation, and income; psychographics including lifestyle, social class, and personality; behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p>	<p>Why would the persona want to use or buy the product? What benefit does the persona want to achieve? Which problem does the persona want to solve?</p>

