**ROMAN’S PERSONA TEMPLATE**



**PICTURE & NAME DETAILS GOAL**

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.

What are the persona’s relevant characteristics and behaviours? These may include demographics, job, lifestyle, spare time

activities, and common tasks.

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?



I want to use the game because I can use it as a tool to help convince people of the benefits of donating money to charity.

I am 37.

I am a campaigner at Oxfam.

I want to promote equality.

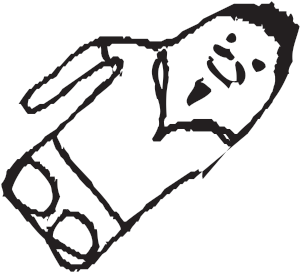
In my spare time I cruise in my Fiat Punto.

I earn £30k per year .

Mohammed

Lee

[www.romanpichler.com](http://www.romanpichler.com/)



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FILL ORDER:

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