

# How to use this template

1. Make a copy to your Google Drive
2. Read speaker's notes — there's some guidance there
3. Edit to your liking
4. Use in your presentation or print out
5. Remember to discard this first page

Any questions? Give Wojtek Kutyla a shout on Slack.



## Rob Gordon

- 33 years old
- Lives in London

## Behaviours

- Likes making lists
- Stocks many different genres of music in his store
- Likes things that are functional but simple to use
- Time short

## Demographic information

- Newly single
- Lives alone
- Business Owner
- Music obsessive

## Needs and goals

- View all stock in store easily
- Find how many copies of a particular album are available
- Find when to order more stock based on stock levels
- See which genres of music are selling best in his store