

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</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; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p>

