ROMAN’S PERSONA TEMPLATE



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| **PICTURE & NAME** | **DETAILS** | **GOAL** |
| What does the persona look like? What is its name? Choose a realistic and believable picture and name.  Name: Morana Brajković Age: 42  Nationality: Croatian | 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.  Morana is a strict college teacher that always keeps an eye on every student.  Morana finds skipping lectures absolutley unacceptable and will let you know how she feels about it.  She usually never streams any lecture unless someone has a really good reason for why they cant be present physically. | 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?  Even though Morana rarely streams any lecture or demo, whenever she does she want a good and stable environment to use.  Since she's a very strict person she rarely tolerates any imperfections which means that she expects for all of her students to be able to watch the recordings without any issues.  Because Morana likes to keep an eye on her students she thinks it would be nice to be able to see which students have watched her videos. |

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

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