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: Patrick M. Taylor Age: 36  Nationality: American | 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.  Patrick is a teacher at a university who cares a lot about his students.  He always tries makes sure that everyone knows and understands what he talks about during his lectures.  He has no issues with recording his lectures and demos for the students that cant physically come to school. | 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?  Patrick would like an intuitive environment where he can upload his recorded lectures and demos for his students.  He would also like to have an option to convert the files to other file types incase some people have issues with the recordings.  Patrick also cares about the security since he doesnt want anyone without permissions to be able to access the files. |

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