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: Yasmeen Asfour Age: 21  Nationality: Tunisian | What are the persona’s relevant characteristics and behaviors? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioral attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.  Yasmeen is good university student who always tries to attend her lectures.  Yasmeen also has a job and works a couple of evenings a week which means that she has to mis some lectures or some parts of the lectures.  Since Yasmeen has a job it would be nice to use the time she has for school efficiently. | 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?  Yasmeen would like to have an organized place to look for the demos and lecture recordings.  Since she needs to use her time efficiently, it would be nice to fins all the demos in one place instead of receiving links in her email or having to search through teams just to find the one she needs. |

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Template version 02/20

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