

Persona's Name:

Age:

Lives in:

Occupation:

What types of activities does this persona do online?

- 1.
- 2.
- 3.
- 4.
- 5.

What activities would this persona perform on your web site?

- 1.
- 2.
- 3.
- 4.
- 5.

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

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