[Collections as Data](#) Personas
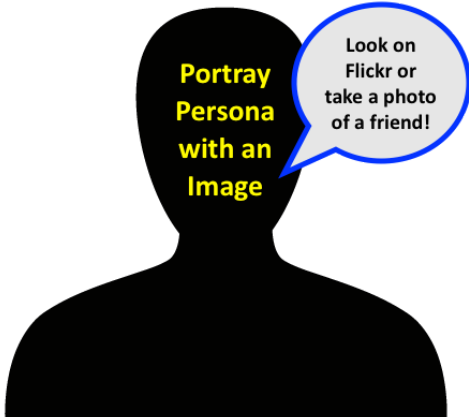
persona /ˌpərˈsōnə/: an archetypal user

Enter the Persona's occupation	Motivations	Specific Goals
	Enter 3-5 bullet points that describe the Persona's high-level motivations in their work. What drives them or inspires them in their profession or in their particular organizational role?	*Enter 3-5 concrete, action-oriented goals where the Persona is focusing their work. Include specific people, services, or systems with which the Persona interacts in the course of reaching the goal. Ideally these goals can be tied back, directly or indirectly, to the motivations listed to the left. The idea is to succinctly relay a selection of representative activities that the Persona is working to accomplish.*
Give the Persona a name *and indicate generally their place of work, a very brief summary of key job duties, notable training and skills, level of proficiency, professional interests and any relevant points of interest that give a sense for the Persona's stake in the matter.*	*Enter 2-3 quotes spoken in the voice of the Persona, something they actually said or might say in an interview or natural conversation. Should help to portray the attitudes or experiences of the persona, based on wishes, successes or failures. Should also reflect, relate, build on, or otherwise add some real-life color and context to the motivations and goals listed above.*	