User personas

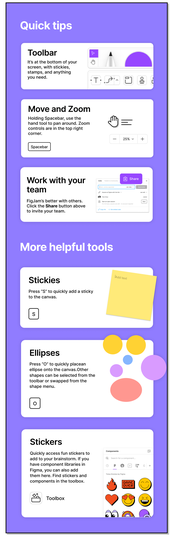
Use this user persona template to create a profile on your ideal customer and visualize how your product will work for them.

How to use this template

1. Fill out your persona's basic information – like their name, key details, a short bio and any supporting links
2. Use the sliders to display their personality traits
3. With your teammates, dive into your persona's interests, pain points, etc. by placing stickies in the sections
4. Copy and paste the two main sections and change their colors to create additional personas!

Explore more templates

Explore our collection of **300+ FigJam templates** by navigating to the templates modal in the top left of your screen.



Basic information

AKSHAD SHARMA

"Archetype"

- Age-15 years
- Occupation-Student
- Location- India
- More info-Jovial but sometimes, aggressive kid

Bio

AKSHAD SHARMA

- DOB→12-3-2008
- Gender→Male
- nationality→INDIAN
- pretty confident about himself
- Bold enough to present his perspective

PURPOSE TO VISIT THE WEBSITE- To watch cartoons and listen to songs

Link 1 | Link 2 | Link 3

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about AKSHAD

Interests

Loves to watch cartoons

Diya Sharma

Fond of music..

Diya Sharma

interested in watching soccer and cricket matches

Diya Sharma

Needs and expectations

-Main focus- cartoons
-Expects all the comic books and kid's stuff in one app.

Diya Sharma

Pain points and frustrations

- Easily gets frustrated.
- Gets angry if doesn't get anything in one go.
- Wants web application to be easily accessible

FigJam