|  |  |
| --- | --- |
| **Persona:** | Who are you impersonating |
| **Photo:** | Picture of the person impersonating, easier to visually get an idea of how this person things |
| **Fictional name:** | Name of the person you are impersonating |
| **Job title/Major Responsibilities** | Job this persona has/Any other major titles that could contrbute to their personality |
|
| **Demographics:** | Who does this person represent in the wider sense |
| **Goals and tasks:** | This persona's aspirations, dreams and day to day spending of time |
| **Environment:** | This persona's almost background and general runnings/experience |
| **Quote:** | This helps solidfies the persona |