

USER PERSONA WORKSHEET

**MEET USER PERSONA #1:**

**DEMOGRAPHICS**

**GENDER:**

**AGE:**

**LOCATION:**

**OCCUPATION:**

**EDUCATION:**

**INCOME:**

**FAMILY:**

**DAY-TO-DAY LIFE**

**PERSONALITY TRAITS:**

**TYPICAL WEEKDAY INVOLVES:**

**CARES MOST ABOUT:**

**CURRENT CHALLENGE:**

**CURRENT GOAL:**

**TOP 3 BOOKMARKED SITES:**

**WHAT I DO IN MY FREE TIME:**

**HOW CAN I HELP?**

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**MEET USER PERSONA #2:**

**DEMOGRAPHICS**

**GENDER:**

**AGE:**

**LOCATION:**

**OCCUPATION:**

**EDUCATION:**

**INCOME:**

**FAMILY:**

**DAY TO DAY LIFE**

**PERSONALITY TRAITS:**

**TYPICAL WEEKDAY INVOLVES:**

**CARES MOST ABOUT:**

**CURRENT CHALLENGE:**

**CURRENT GOAL:**

**TOP 3 BOOKMARKED SITES:**

**WHAT I DO IN MY FREE TIME:**

**HOW CAN I HELP?**