

CLINICIAN PERSONA

Name:

Descriptor:

Quote: (Capture the essence of the person from something they said.)



Who is it?	Enter the persona job title, demographic data, etc.
Goals	What motivates this persona? What do they want to achieve?
Challenges	What obstacles does the person face? What's difficult for this person?
Values	What are their values and beliefs about their work?
Attitude toward Training	What is the persona's attitude toward training?