	USER PERSONA		
	NAME	ARCHETYPE / STEREOTYPE	
	AGE		
GOALS / MOTIVATI	O N S	ACTIVITIES / HOBBIES	
ERSONALITY TRAI	TS		
	USER PERSONA		
	N A M E	ARCHETYPE / STEREOTYPE	
GOALS / MOTIVATI		ACTIVITIES / HOBBIES	
GOALS / MOTIVATI		ACTIVITIES / HOBBIES	
GOALS / MOTIVATI		ACTIVITIES / HOBBIES	

PERSONALITY TRAITS