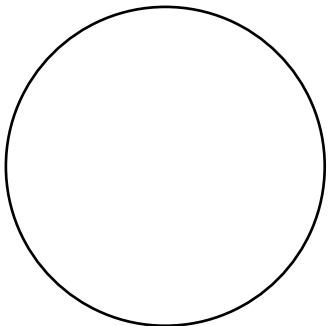


User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Persona 1
Add a name and representative image

Key Attribute

Add adjectives to describe this persona

Short Description

Add phrases to bring this persona to life

Needs

Add the persona's reasons for taking this particular journey

Challenges

Add pain points or potential frustrations

Opportunities

Add ways that your product or service can address the pain points