ROMAN'S PERSONA TEMPLATE

romanpichler

PICTURE & NAME

What does the persona look like? How is it called? Choose a realistic and believable picture and name.

DETAILS

What are the persona's relevant characteristics? For instance, demographics such as age, gender, occupation, and income; psychographics including lifestyle, social class, and personality; behavioural attributes like usage patterns, attitudes, and brand loyalty. Only state details that are relevant.

GOAL

What problem does the persona want to solve or which benefit does the character want to gain? Why would the persona use or buy the product? If you identify more than one goal, prioritise them and state the main goal at the top.