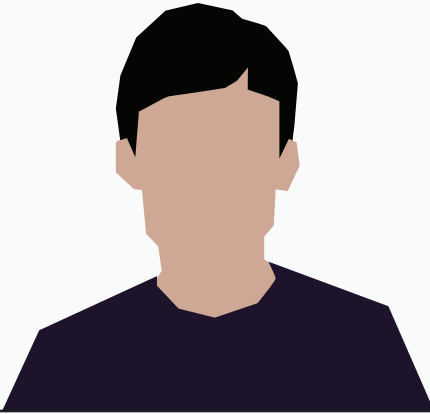


Persona Worksheet

Instructions

Use this worksheet to build a persona for your product. Give your persona a name, write a brief narrative for them, and list out the things they like, don't like and any other relevant information that is important to your product.

Place a photo of your persona here



Name

Persona narrative

Persona type

- ☐ Product
- ☐ Marketing
- ☐ Other:

Likes

Dislikes