



Select the blank profile shape, and choose a teammate from the dropdown menu. Or, drag and drop an avatar from the top-right corner of the workspace.



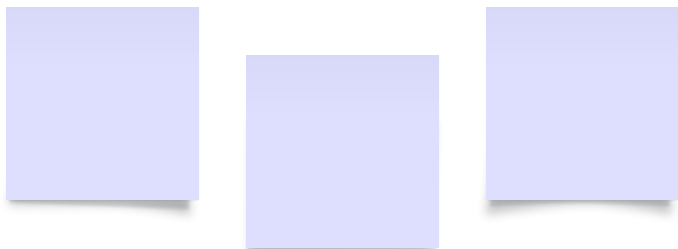
Persona



Persona name

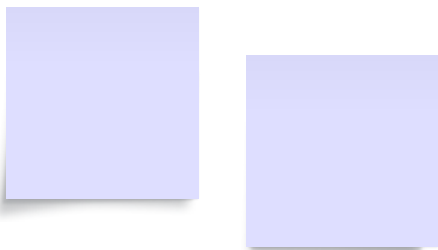
Pains

Fears, frustrations, obstacles



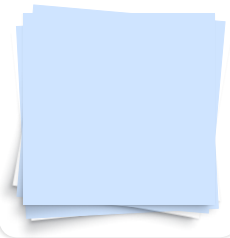
Gains

Wants/needs, measure of happiness



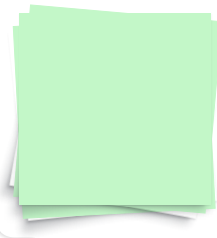
Thinks and feels

Sticky notes



Sees

Sticky notes



Hears

Sticky notes



Says and does

Sticky notes

