




Basic information



"Include a user persona quote here..."

**Persona name**

**Age** [Add age]

**Location** [Add location]




**Occupation** [Add occupation]

**Income** [Add income]

**Bio**

Write a bio for your user persona...

**Favorite brands**



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

Personality and traits

Openness

Conscientiousness


Extraversion

Agreeableness

Trait 1

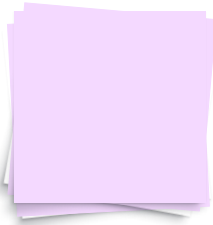
Trait 2

Trait 3

These are dynamic shapes! Select the bar and click  to edit the data.

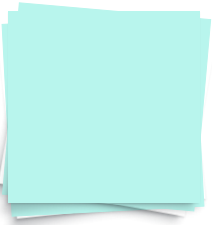
Goals

User goals



Wants and needs

User wants and needs



Pain points

User pain points

