

Persona's Name:

Age:

Lives in:

Occupation:

What types of activities does this persona do online?

- 1.
- 2.
- 3.
- 4.
- 5.

What activities would this persona perform on your web site?

- 1.
- 2.
- 3.
- 4.
- 5.

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest)?

1. Who...
2. What...
3. Why...
4. Where...
5. When...
6. How...

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