Persona	a's Name:
Age:	
Lives in	
Occupa	tion:
What ty	ypes of activities does this persona do online?
1.	
2.	
3.	
4.	
5.	
What a	ctivities would this persona perform on your web site?
	ctivities would this persona personal your web site.
1.	
2. 3.	
4.	
5.	
	uestions would this persona have or want answered from your website starting with who, what, here, when, how (you fill in the rest)?
1.	Who
2.	What
3.	Why
4.	Where
5.	When
6.	How

Persona	a's Name:
Age:	
Lives in	
Occupa	tion:
What ty	ypes of activities does this persona do online?
1.	
2.	
3.	
4.	
5.	
What a	ctivities would this persona perform on your web site?
1	
1.	
2.	
3.	
4.	
5.	
	uestions would this persona have or want answered from your website starting with who, what, here, when, how (you fill in the rest)?
1.	Who
2.	What
3.	Why
4.	Where
5.	When
6.	How

Persona's Name:		
Age:		
Lives in:		
Occupa	tion:	
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,		
wny, wr	nere, when, how (you fill in the rest)?	
1.	Who	
2.	What	
3.	Why	
4.	Where	
5.	When	
6.	How	