

PERSONAS & USE CASES for your project's three main user types



USER 1:

Notes on them,
preferences,
frustrations,
personality

How will they find
your product?

What will their
motivations be to use
it?

How will they use it, step by step?



USER 2:

Notes on them,
preferences,
frustrations,
personality

How will they find
your product?

What will their
motivations be to use
it?

How will they use it, step by step?



USER 3:

Notes on them,
preferences,
frustrations,
personality

How will they find
your product?

What will their
motivations be to use
it?

How will they use it, step by step?