

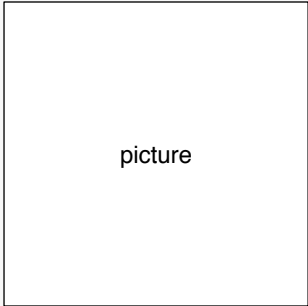
Project name

Persona **title**

Personas

Personas are a set of representative profiles for a customer base. As a design tool, they are a powerful way to communicate behaviors, goals, wants, needs, and frustrations. Effective personas are driven by research data and focus on how a particular profile uses a particular application in a given context. The creation of different profiles is based on analysis of behaviors, goals, wants, needs, and frustrations of many customers.

Persona title
Name



Quote
Personas are a set of representative profiles for a customer base.

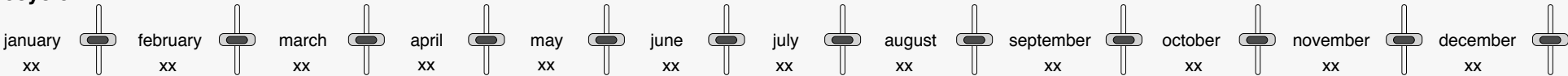
Overview
Personas are a set of representative profiles for a customer base. As a design tool, they are a powerful way to communicate behaviors, goals, wants, needs, and frustrations. Effective personas are driven by research data and focus on how a particular profile uses a particular application in a given context. The creation of different profiles is based on analysis of behaviors, goals, wants, needs, and frustrations of many customers.

Touchpoints

- reference
- reference
- reference
- reference
- reference
- reference



Lifecycle



Characteristics

- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.

Goals

- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.

Influencers

- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.

Questions

- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.

Frustrations

- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.
- Personas are a set of representative profiles for a customer base.

Knowledge & Skills

