



# Name

*Tag Line*

*Quote goes here*

List a summary description of the persona here

## DEMOGRAPHICS

**Age :**

**Status :**

**Profession :**

**Lives in :**

## PAIN POINTS

- List what challenges they face

## ENABLERS

- + List their enablers

## BEHAVIOURS

- + List what their behaviours are

## SCALE

- + List any further information that may add value to the persona

## DEVICES

- + If relevant include their devices