

Persona

Persona name:

Persona role:

Job description:

Company

Company	
Company size	
Industry	

Demographic

Age	
Gender	
Income	
Education level	e.g., Some college
Residential environment	e.g., Suburban

Persona quote	
Add a quote from an actual customer who resembles the persona you're building	
Biography	
Add a short bio for your persona, including where they come from and how they ended up in their current role	
Professional goals	Motivations
<ul style="list-style-type: none">e.g., Tom wants to become a better leader	<ul style="list-style-type: none">e.g., Katia wants to rise up the ranks quickly so she can retire early
Challenges	Sources of information
<ul style="list-style-type: none">e.g., Wendy works remotely and has trouble staying in sync with his team	<ul style="list-style-type: none">e.g., Pranav reads about the latest industry trends in Tech Crunch and on Twitter