



Personas

Personas is a method also used in the design thinking process. It is usually applied before the ideation and helps to substantiate the problem/ question by putting yourself in the shoes of the users.

Name

Brand Environment

What are your user's favorite brands?
e.g. logo of brands often used

Quote



Bio

What are the main characteristics of this user?

e.g. age, budget, location etc. _____

Goals

What does this user aspire to achieve?

e.g. task to be completed, life goal etc. _____

Personality

How would you describe the character of this user?

Introvert Extrovert

Creative Analytical

Loyal Fickle

Passive Active

_____ _____

Frustrations

What bothers this user?

e.g. challenges & obstacles to avoid _____

Behavior

What is the users behavior regarding your product?

Motivation

What drives this user?

e.g. passions, power, social pressure etc. _____

