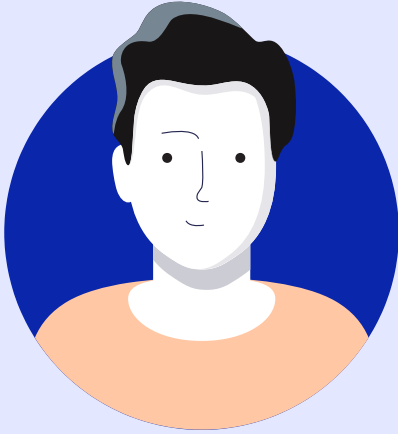


Persona map

[Project Name]



Name — age

Company

Role

Description

Demographic

For example: Nationality, language, location, professional environment and role

Empty text box for demographic information.

Emotions and pain points

For example: Likes and dislikes

Empty text box for emotions and pain points.

How the persona uses the system

Describe the users role in the system

Empty text box for system usage description.

How influential is the user

Horizontal bar with a gradient from red to green. A hand icon and text 'Click to place your avatar' are centered on the bar.

Monitor

Keep informed

Manage closely

