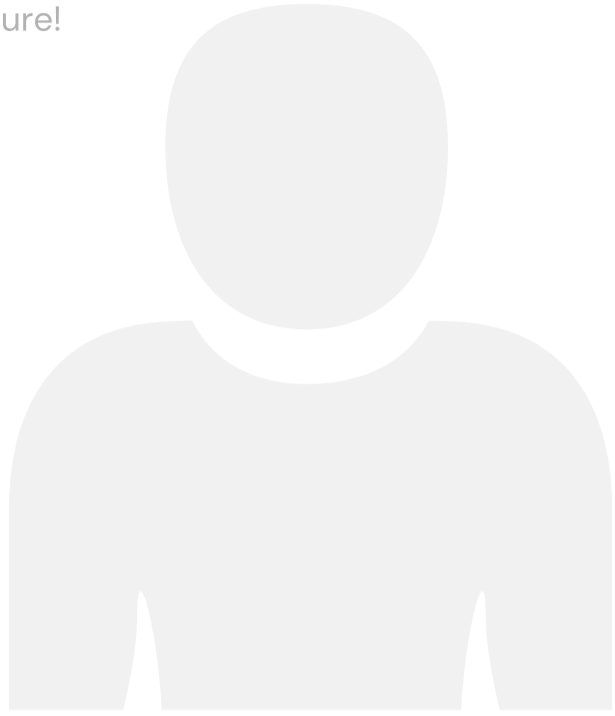


PERSONA CARD

PERSONA

Draw a picture!



IDENTITY

What is their name, age, occupation, family status etc?

PERSONALITY

What are they like as a person?
What are their likes and dislikes?

PAINS

What frustrates them in their role?
What are their barriers?

NEEDS

What do they need to do to perform their role?
What would make things easier for them?

"QUOTES"

What would you typically hear them saying?