

Persona Creation

The Basics:

Gender:

Age:

Lives where:

Lives in a what:

Family/Friends:

Describe his/her family:

What three words would friends use to describe him/her?

What annoys his/her family:

Work:

What is he/she like at work?

Profession:

Yrs. Experience:

Education:

Play:

Hobbies/Loves:

How does he/she like to entertain:

Choices:

Drives:

How does he/she dress?

Belief System:

What does he/she love:

What does he/she value?

What does he/she fear?

Biggest headache?

Why does he/she care about what you sell?

You add 4-5 questions and their answers based on group work:

His/her name?