

Persona Profile

Name		Personal Story
Age		"
Gender		
Education		
Occupation		
Area of residence		
Income		
Home life		
Ethnic/cultural background		
Hobbies and recreation		
What problems keep him or her up at night?		
Personal attributes		
Goals		

Persona Profile (continued)

[Picture goes here]	Goals	Sample Life Scenarios	Needs	Ideal System Features
Thumbnail Sketch				
