About this template

User persona

Create a profile on your ideal customer

GOOD FOR

- Identifying the needs of your users so you can improve your product or service accordingly

PEOPLE

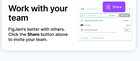
1 to as many as you want!

MORE TEMPLATES

User interview
Empathy map
Use case template

Quick tips

QUICK TIPS



HELPFUL TOOLS

Basic information

Name

"Archetype"

- Age
- Occupation
- Location
- More info
- More info

Bio

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Link 1 | Link 2 | Link 3

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about [Name]

Interests

Influences

Goals

Needs and expectations

Motivations

Pain points and frustrations