

Persona types

Who are your users?

Prominent user group 1

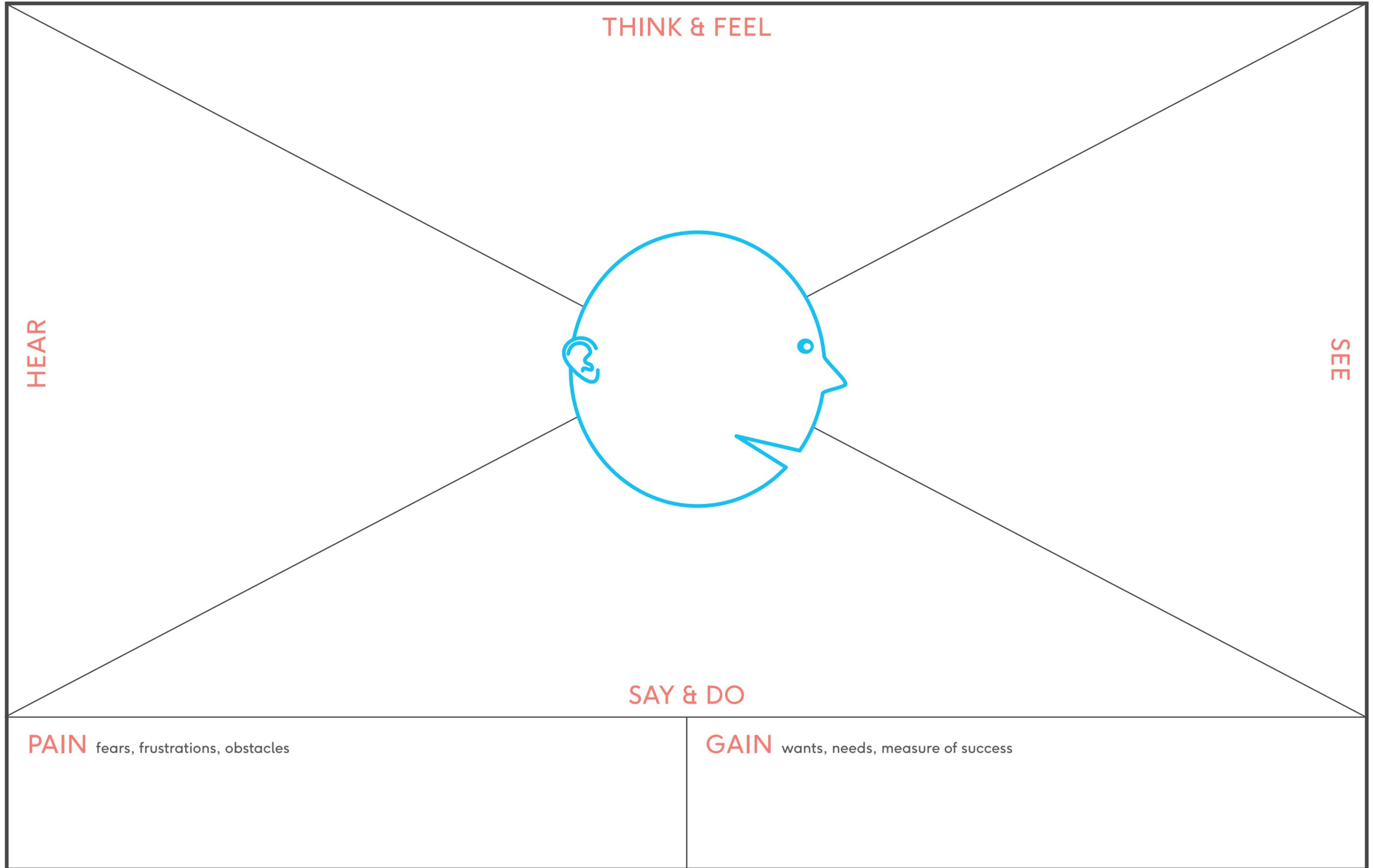


What do they come to the website for?

Where from?

Empathy map

Audience name: _____



PAIN fears, frustrations, obstacles

GAIN wants, needs, measure of success

1

Name:
Occupation:



Quote:



This person is typically:

- 1.
- 2.
- 3.
- 4.

Demographic

Age:
Gender:
Occupation:
Income:
Education:
Digital Literacy:

Background

1

Name:

Occupation:

Goals

-

Rational needs

-

Emotional needs

-

1

Name:

Occupation:

Frustrations

•

Technology and internet

Internet



Software



Mobile apps



Social media



How we can help online

•

Title

Category 1



Category 1

Category 2



Category 2

Category 3



Category 3

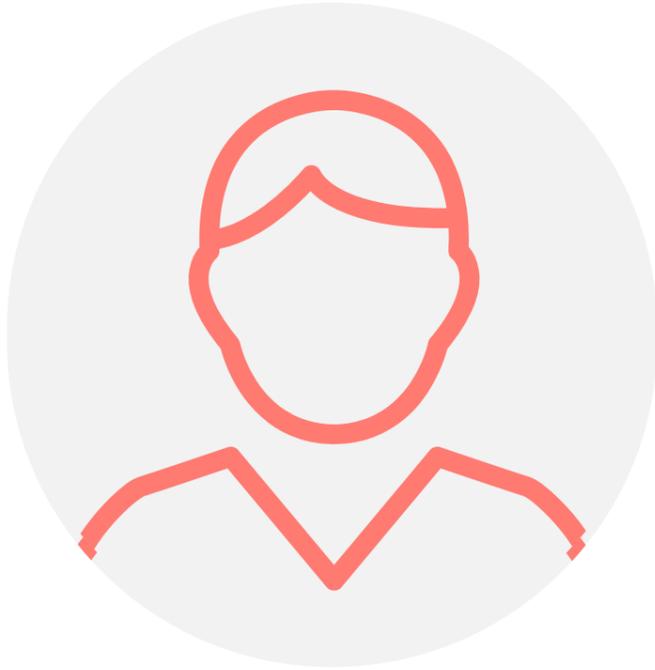
Category 4



Category 4

1

Name:
Occupation:



Quote:



This person is typically:

- 1.
- 2.
- 3.
- 4.

Demographic

Age:
Gender:
Occupation:
Income:
Education:
Digital Literacy:

Background



Name:

Occupation:

Goals



Rational needs



Emotional needs

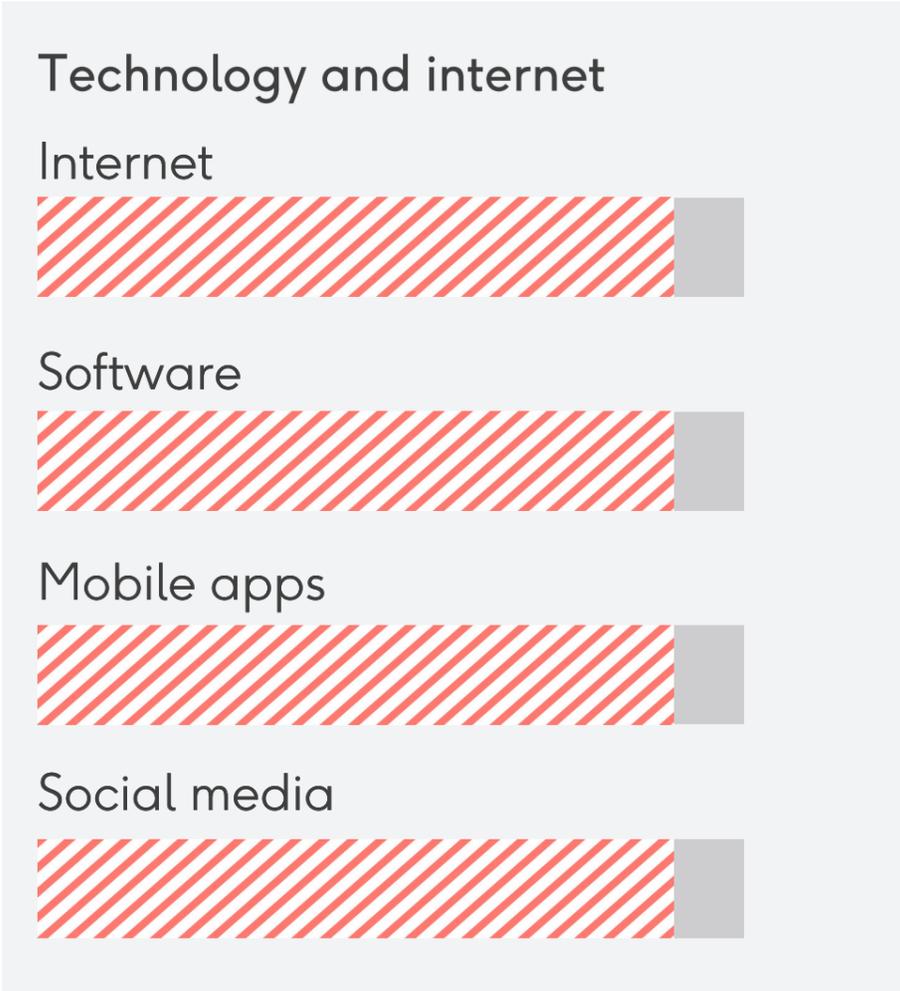


1

Name:
Occupation:

Frustrations

-



How we can help online

-



1

Name:
Occupation:



Quote:



This person is typically:

- 1.
- 2.
- 3.
- 4.

Demographic

Age:
Gender:
Occupation:
Income:
Education:
Digital Literacy:

Background



Name:

Occupation:

Goals



Rational needs



Emotional needs

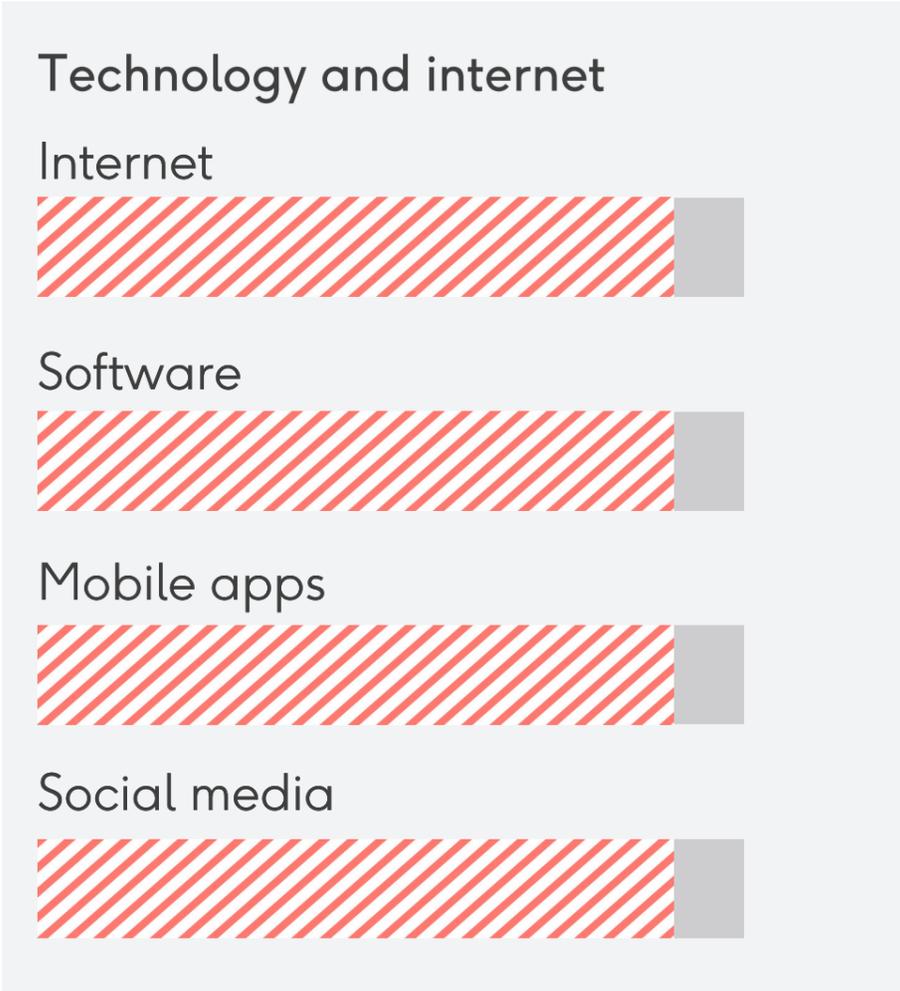


1

Name:
Occupation:

Frustrations

-



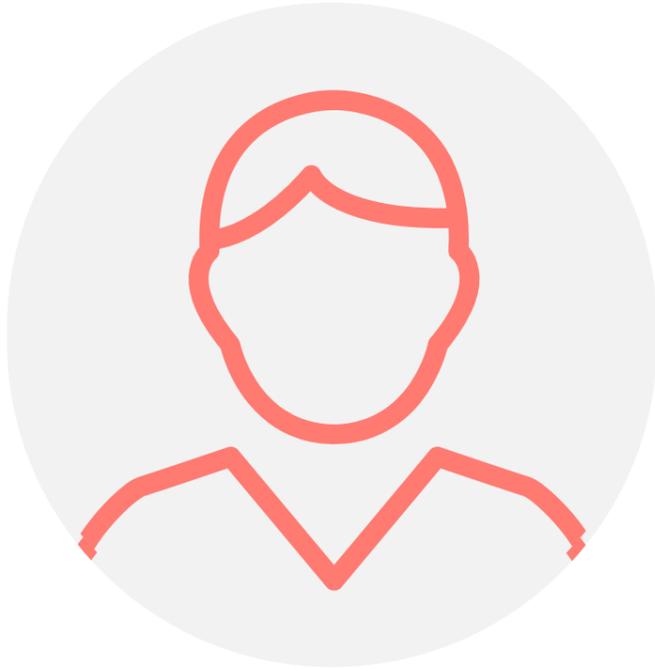
How we can help online

-



1

Name:
Occupation:



Quote:



This person is typically:

- 1.
- 2.
- 3.
- 4.

Demographic

Age:
Gender:
Occupation:
Income:
Education:
Digital Literacy:

Background



Name:

Occupation:

Goals

-

Rational needs

-

Emotional needs

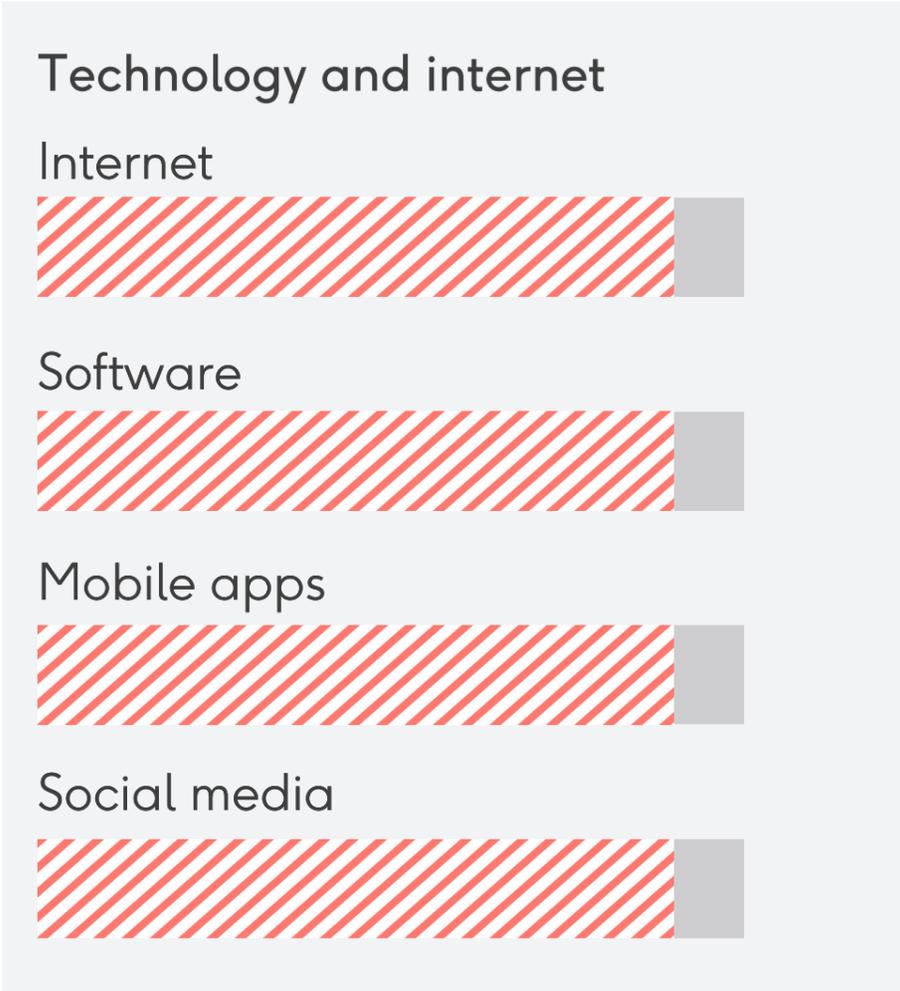
-

1

Name:
Occupation:

Frustrations

-



How we can help online

-



