

# persona template

**DRAW** your persona

## PROFILE

age, location, job title, what kind of person are they?

## GOALS

What is the driving motivation?

## EXPERIENCES

Tell a story about them trying to access a service

What works well, what are the frustrations, what are the barriers?

What is the expectation, perception of the service, company or brand?

## DESIRES

What are (latent) needs and desires?