

PERSONAS MAP.

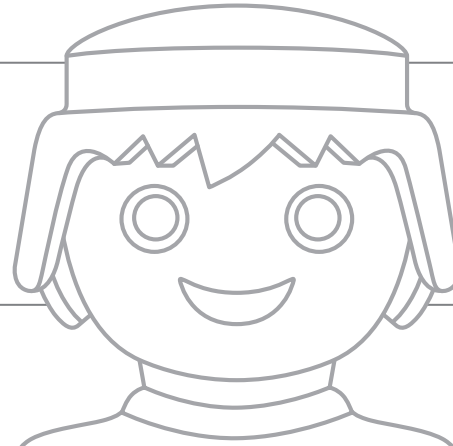
Map out a profile of your customer or user's needs, goals and behaviour patterns.

Project name: Date:

Designed by: Version:

TASKS.

What tasks are users trying to complete? What questions do they need answered?



FEELINGS.

How is the user feeling about the experience? What really matters to them?

HELLO.
my name is

INFLUENCES.

What people, things or places may influence how the user acts?

Age	Sex	Occupation
<input type="text"/>	<input type="text"/>	<input type="text"/>
Marital status		Nationality
<input type="text"/>		<input type="text"/>

PAIN POINTS.

What pain points might the user be experiencing that they hope to overcome?

OVERALL GOAL.

What is the users ultimate goal?
What are they trying to achieve?