

# 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

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

## INFLUENCES.

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

## 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?