

## NAME & ROLE

Create a catchy label that combines their name and role or key characteristic. Alliteration helps make it memorable.

## PICTURE

Sketch a picture of your persona to help you visualise them.

## CONTEXT

Describe who the user is, and how they've come to use your product.

## ABOUT

List characteristics of your persona that are relevant to the design of your product.

- background and expertise
- goals and pain points
- how and when they'll use your product

## IMPLICATIONS

For each point in About, detail the implications for your product. These might be:

- product characteristics
- feature opportunities