


Persona Template

A persona is a description of a prototypical person (real or fictitious) who will be using the app. A persona lets you design with a specific user in mind, rather than designing for 'everybody.' Create as many personas as you need to capture the main categories of people who will be using the app.

	Name	
	Occupation	
	Age	
	Gender	
	Technical Comfort	
	Other Relevant Demographics	
Background		
Goals	Needs	Pain Points