

PERSONA TEMPLATE

Exploring tool



ServiceDigiCulture

The persona template consists of several hand-drawn style boxes with the following sections:

- PROFESSION AND EDUCATIONAL BACKGROUND**: A box with two horizontal lines for text.
- MOTIVATIONS AND GOALS**: A box with three horizontal lines for text.
- HOBBIES, INTERESTS AND LEISURE**: A box with four horizontal lines for text.
- NAME:**: A box with one horizontal line for text.
- DEMOGRAPHICS**: A box with four sections: **GENDER:** (one line), **AGE:** (one line), **MARITAL STATUS:** (one line), and **KIDS:** (one line).
- FRUSTRATIONS AND PAINS**: A box with three horizontal lines for text.
- VALUES AND ATTITUDES**: A box with three horizontal lines for text.
- LIFESTYLE AND LIVING CONDITIONS**: A box with four horizontal lines for text.
- PETS:**: A box with one horizontal line for text.
- NEEDS**: A box with four horizontal lines for text.

