PERSONA

TABULA21

A persona, in user-centred design and marketing,
is an imaginary character created to represent
a type of user who might use a site, brand or product
in a similar way.

Persona:

Short Bio

Goals

Frustrations

Anything Relevant for the Business

Favorite Brands

Demographic

Age:
Education:
Work:
Family:
Language:

Personality Traits

Openness
Conscientiousness
Extroversion
Agreeableness
Neuroticism

Technology

Buying Behavior