

# PERSONA PAD



TITLE

ROLE

GOALS / MOTIVATIONS

KEY QUESTIONS

FRUSTRATIONS

NOTES

FOCUS

OPERATIONAL      STRATEGIC

MOST IMPORTANT DATA

SUPPORTING DATA

REFRESH RATE  DAILY  WEEKLY  MONTHLY

PRIMARY SOURCE

SECONDARY SOURCE

# NARRATIVE PAD



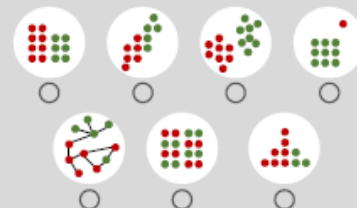
STORY TITLE

STORY TYPE

PROCESS  (How)    SYSTEM  (What)    COMPARISON  (Why)

CHARACTERS

PUNCHLINE



NOTES

TIME MARKER

PLACE MARKER

EVENT 1

EVENT 2

EVENT 3

EVENT 4

CONCLUSION

SO WHAT / CALL TO ACTION