Customer & User Personas

{Archetypal Name and Image}

{Demographic}

- Age Range
- Gender
- Education
- Income
- Habitat
- Jobs/Roles

You may have many customers.
Customers may or may not be users.

{Problems & Pain Points}

- Has problem?
- Identifies with problem?
- Can articulate problem?
- Is seeking solution?
- Uses existing solution? Problems?
- I wish...

{Constraints}

- Environmental?
- Emotional?
- Technological?
- Economical?
- Design?
- Language?