

Sketch a picture of your persona that is as vivid as possible: draw, photograph, cut out, google and stick on suitable visualizations of your persona!

How does your persona behave? What is she interested in? What moves her? What does she do in her free time? What is her political stance? What is important to her in life? What values does she represent? Which scene does she belong to?

What demographic characteristics does a typical representative of your target group have?

### Persona description

Name:  
Age:  
Gender:  
Residence:  
Education:  
Marital status:

### Sketch your persona

### Persona behaviour

interests:  
  
Social environment (Sinus Mileu):  
  
Way of thinking:

### Pains

Which pains does your persona have in the context of your idea?

What pains / problems does your persona have today as part of your idea? What is burdening her? Where is she stuck? What is she uncomfortable with? Why doesn't she use a certain product / service today?

Think carefully about the "improved" state your persona wants to achieve on a social, emotional and functional level. It's about figuring out how to help the target audience to better achieve their goals. Dinner with a friend: goal fulfillment on different levels - exchange with a good friend, satisfy hunger and enjoy the restaurant atmosphere. Based on this, you can think about how to make the respective goals even better / easier for the persona to reach. For more, read [this article](#).

### Jobs to be done

Which requirements does the persona have towards your solution? (functional, social and emotional jobs)

### Gains

Which positive experiences does the persona have in the context of your idea?

What does your persona really like today (in the context of your idea?) Why does your persona use a service / product? What added value does the person get from the experience?

### Touchpoints with your idea

Where and how does your persona get information?  
  
What happens before and after interacting with your product/service?  
  
Who has an influence on the buying decision?

This is about finding out how important the experience is in the life of your persona, why does the persona use the product / service? How often? How long? Because of what events? Who makes the decision?