



Persona description

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

Sketch your persona

Jobs to be done

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

Persona behaviour

interests:

Social environment (Sinus Mileu):

Way of thinking:

Pains

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

Gains

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

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?