



**Persona type** .....

**Name** .....

**Age** .....

**Location** .....

**Technical comfort** .....

**Job Title** .....

 Feel free to doodle!

**Back story**

Tell us a bit about their lives

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**Motivations**

What concerns do they have? Why do they choose this service? How have they found or heard about the service?

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**Goals**

What do they want to get out of this service? What are they aiming to achieve?

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**Frustrations**

What's stopping them from choosing the service or annoying them?

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**Quote**

Sum up their experience with the service. Positive or negative.

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