

Persona:

PERSONA NAME



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|---|--|----------------------------|
| <p>GENDER:</p> <p>AGE:</p> <p>OCCUPATION:</p> <p>PICTURE</p> <p>[Blank space for picture]</p> <p>QUOTE FROM PERSONA</p> <p>[Blank space for quote]</p> | <p>DESCRIPTION</p> | <p>GOALS</p> |
| | <p>BEHAVIOURS AND MOTIVATIONS</p> | <p>FRUSTRATIONS</p> |

PROJECT NAME

[Blank space for project name]