

User Persona:

User Picture/Sketch



Persona Name:

User Persona Name & type

Personal Description:

Describe the person – perhaps job title, department, or perhaps family status, age etc

Needs, Problems, Obstacles:

Capture the high level needs of the persona along with obstacles that keep them from achieving these needs.

It may prove beneficial to carry out Empathy Mapping before capturing these.

Note: these should be revised over time as you validate some of your early assumptions about this persona group. Personas can be used to target your research. Does the customer exist? Do they have the needs and obstacles you think they do? Would they value a solution to this problem?

User Persona:

User Picture/Sketch

Persona Name:

Personal Description:

Needs, Problems, Obstacles: (High level goals that they are hoping to achieve.
(Perhaps complete an Empathy Map then review this section and update)

Empathy Map:

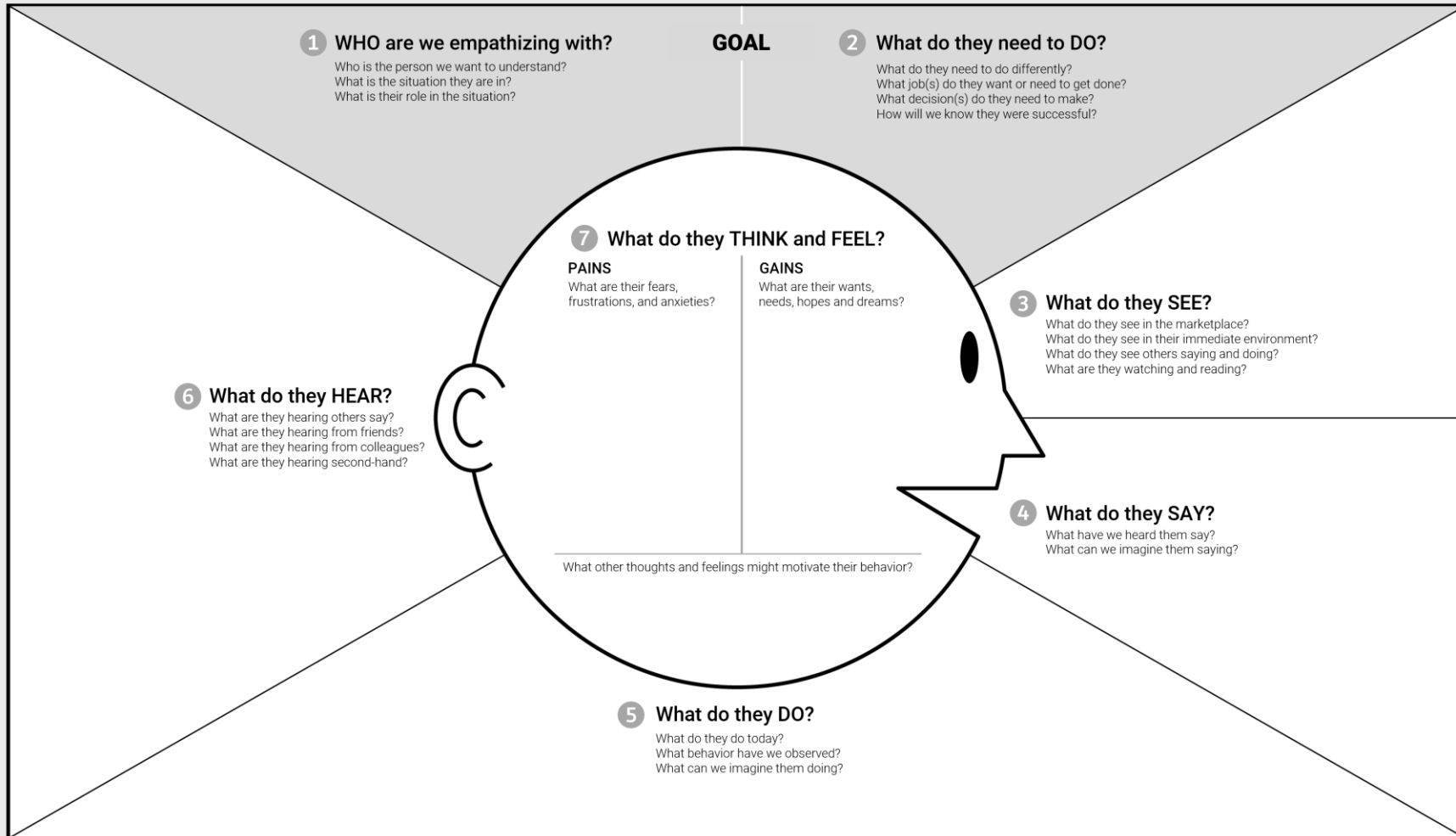
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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Storyboard for “A day in the Life of.....”
