

# ➤ DEFINE PERSONA

Team:

## Persona Name

## Demographics

What is their age, gender, income, education, occupation, race, ethnicity, and location?

## Jobs to be done

## Interests

In the context of your chosen scenario, what "job" or "action" is this person trying to complete?

What does this person get excited about?  
What do they do on a daily basis?

## Gains

## Pains

What is this person trying to achieve?  
What keeps them motivated in their life?

What concerns this person?  
What are their frustrations?

## Quotes

Write several quotes from a first-person perspective to show what your persona might be thinking or saying

### How to use this tool:

Use this guide to help you better understand the person you are solving a problem for. This tool is best used with:

**Problem Statement - Barrier Identification - Journey Map**