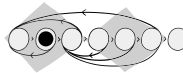


Project:
Team:
Version & Date:

PERSONA/USER PROFILES



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Quick Guide: The description of a typical person who is a potential user/customer of a solution helps to maintain a consistent understanding of a target audience. The persona is named and described as precisely as possible.

More tips & tricks for this template on book page: 97

Name of persona

*Determine name, sex and age.
Add more attributes.*



Description of the persona

Describe the fictitious character.



1

Moodboard/sketch

Do a moodboard or draw a sketch that visualizes the user/customer



6

Jobs to be done

Which tasks are supported by the product?



2

Influencer

Who are the influencers



7

Problems/pains

What are the difficulties, problems, frustrations, pains?



4

Trends

What are the driving forces and trends (in future)?



8

Use cases/application scenario

Describe all use cases in the context of the problem



3

Gains

What makes the user happy?



5

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