Persona Map

NAME:

PERSONAL INFORMATION

Age
Partner? Kids? Pets?
Personal secret they will never share
How do they spend time and money?
Where do they live?
How do they commute?
Favourite drink
What do they do for fun?
Personal motto:

BACKGROUND & ASPIRATIONS

How confident are they as a customer/user?
What experience have they had in this context?
Who do they admire?
Who helps them make decisions?
Brag story/highlight
What do they want to be known for?
Who are they influenced by? At home? In their peer group? At work?
What are they known for now?
How is their purchase being funded? Are they paying? Is someone paying for them?

IN GENERAL

What do they want less of?
What levels of quality do they expect? Are they getting them?
What difficulties do they encounter?
What takes too long, costs too much or requires too much effort?
Are they afraid of losing face, power, time, funds or status?
Do they understand how things work?

IN THIS CONTEXT

What do they want more of?
What do they dream about? What do they desire to achieve?
What brings them joy?
What savings in terms of time, money, effort or risk would they value?
What would make them look good?