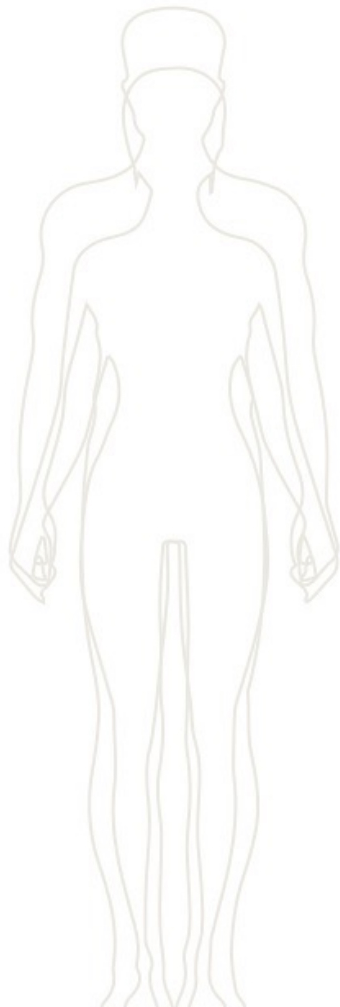


# PERSONA



>> Your persona represents a specific, inspiring group of user(s) and is the point of reference for the team's action & decisions. It is based on needs, emotions and motivations.



Main gain/wish  
with topic:

<<

>>

Main pain point  
towards topic:

<<

>>

## Quantitative data

Name: \_\_\_\_\_  
Age: \_\_\_\_\_  
Family: \_\_\_\_\_  
Social status: \_\_\_\_\_  
City: \_\_\_\_\_  
Job: \_\_\_\_\_  
Income: \_\_\_\_\_  
Role and position in the stakeholder network: \_\_\_\_\_  
\_\_\_\_\_

## Qualitative data

Main characteristics: \_\_\_\_\_  
\_\_\_\_\_  
Hobbies & rituals: \_\_\_\_\_  
If ... would find 100,- Euro, what would ... do?: \_\_\_\_\_  
\_\_\_\_\_  
3 things ... can't live without: \_\_\_\_\_  
\_\_\_\_\_  
Next big event in life & job: \_\_\_\_\_  
\_\_\_\_\_

## Needs, emotions and motivations