

# PERSONA

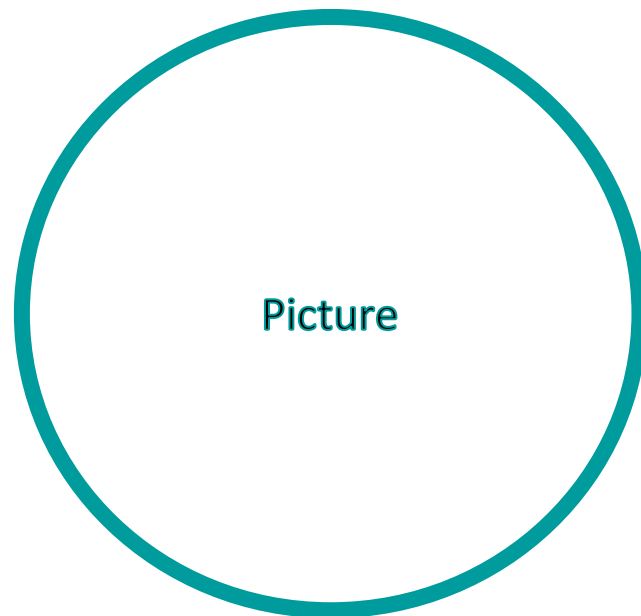
NAME \_\_\_\_\_

AGE \_\_\_\_\_

PROFESSION \_\_\_\_\_

EDUCATION \_\_\_\_\_

FAMILY \_\_\_\_\_



## THINKING ABOUT YOUR CASE STUDY

### NEEDS AND MOTIVATIONS

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### PAIN POINTS

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## CHARACTERISTICS

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DUMMY

TECH EXPERT

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MOBILE

COMPUTER

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PASSIVE

PROACTIVE

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PLENTY OF TIME

ALWAYS IN A RUSH

## INTERESTS

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