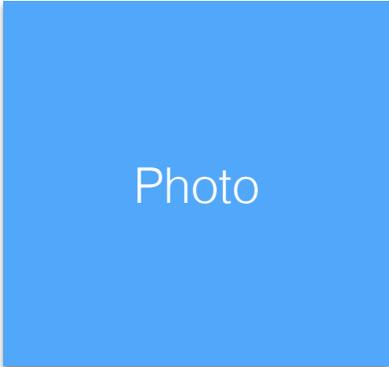


Name (first & last)



My Story
Briefly describe background, needs, and/or "day in the life" (including concerns, interests, etc.) related directly to the product

Persona Characteristics
Map persona to variable categories

Category 1:
_____ endpoint endpoint

Category 2
_____ endpoint endpoint

Category 3
_____ endpoint endpoint

Category 4
_____ endpoint endpoint

Representative Quote

Goal 1: Heading
Briefly explain end, experience, or life goal

Archetype

Goal 2: Heading
Briefly explain end, experience, or life goal

Demographics
E.g., Age, Gender, Time w/UCB, Neighborhood

Goal 3: Heading
Briefly explain end, experience, or life goal

Frustrations