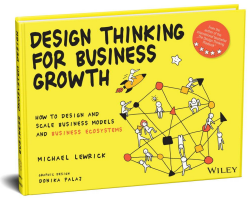
Project:
Team:
Version & Date:

PERSONA/USER PROFILES



Lewrick, M.
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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 group. In a first step, the *Persona/user Profile* is named and described as precisely as possible. The other fields can be filled out in any order, depending on your previous knowledge of the problem.

More tips & tricks for this template on book page: 195

Name of persona

Description of the persona

1

Influencer

7

Trends

8

Moodboard/sketch

6

Use cases/application scenario

3

Jobs to be done

2

Problems/pains

4

Gains

5

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