

Customer Persona Framework

PERSONA NAME

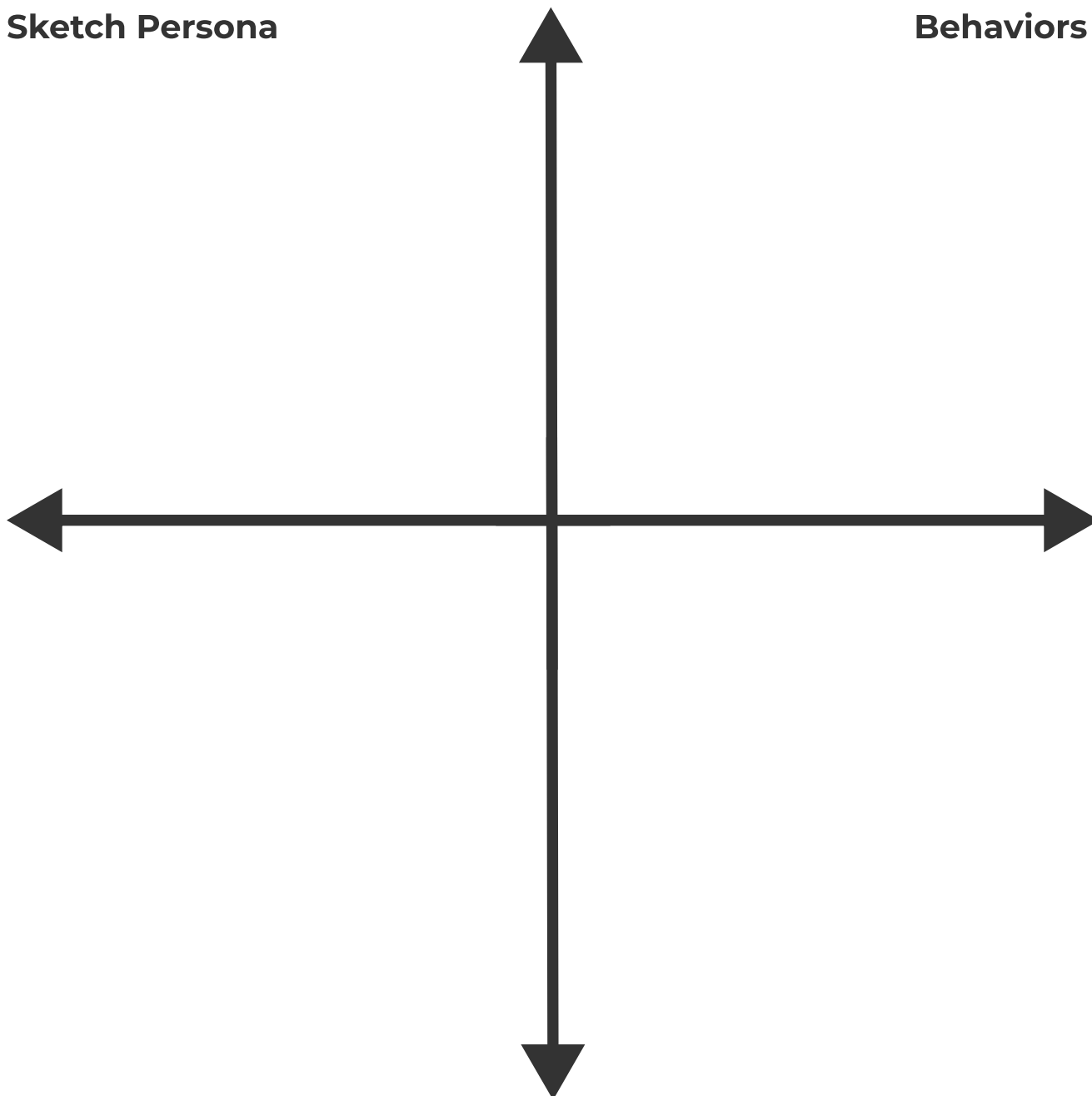
DATE

PROJECT TITLE

TEAM MEMBERS

Sketch Persona

Behaviors



Demographics

Needs & Goals

