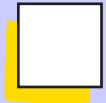


Persona Checklist



Name, Sex, Age, Job, Location, Marital status

These details help focus on a specific individual, be specific. Think about their physique, psychological state, social supports

Sketch



Service use behaviour

Which services do they use?



Relationship with Service

What relationship do they have with the service?
Do they know the service? Are they new to the service?



Overview

Write a couple of paragraphs about who this person is to help get into the mind of the persona



Where do they access those services?

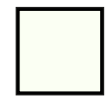


Quotes / attitudes

What would they say? What are their beliefs & attitudes?



How do they access those services?



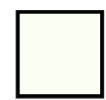
Barriers

Why they might not engage with your service?



Underlying motivations / goals

What drives them? Why do they crave those needs?



Frustrations / concerns

If they already engage with your service, what are the negatives?



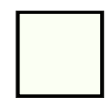
Opportunities

What specific opportunities are there for this persona?



Key Needs

What do they primarily need from the service?



Relevant Content

What specific content would this person be interested in?



Primary Actions

What do we want them to do first? (This helps give focus)