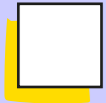


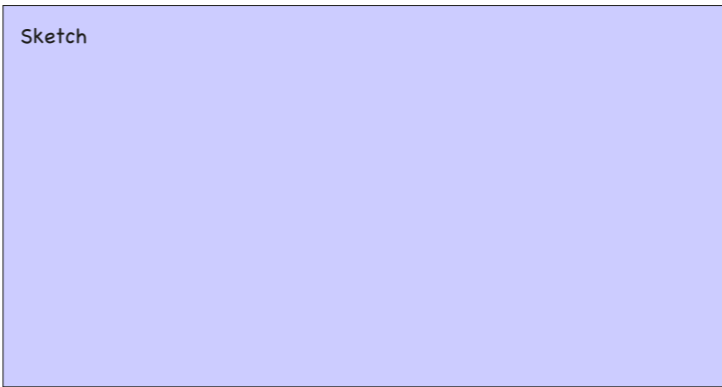
# Persona Checklist



## 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?

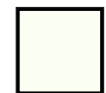


## Quotes / attitudes

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



## How do they access those services?



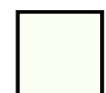
## Barriers

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 you service, what are the negatives?



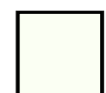
## Opportunities

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)