



PERSONA



NAME

OCCUPATION

OTHER *Other element that has an influence on your service.*


SERVICE ATTITUDE
Is your persona someone who figures everything out on his or her own, or not?

<input type="radio"/> DO-IT-YOURSEFER	<input type="radio"/> ADVICE SEEKER	<input type="radio"/> DELEGATOR
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DESCRIPTION

Describe your persona. Describe who he or she is in the context of the (future) service. What are his or her objectives, both rational and emotional? Be sure to use the characteristics that you indicated in the dimension poster.

MOTIVATING
What can make your user happy when using the service?



DEMOTIVATING
What can deter your user from using the service?

