

Empathy map



Goals:

- 1. _____
- 2. _____
- 3. _____
- _____
- _____
- _____

Frustrations:

- 1. _____
- 2. _____
- 3. _____
- _____
- _____
- _____

Persona type



A quote that captures this persona's personality.

“

”

Age:

Job type:

Relationship status:

Location:

Character type:

Personality

Introvert

Extrovert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

Trait:

1

2

3

4

Bio (A short paragraph that summarises the persona.)

Goals

1.

2.

3.

Frustrations

1.

2.

3.

Motivations

Incentive

Fear

Growth

Power

Social

Brands & influences

Preferred channels

Traditional

Online

Affiliates

Events