



PERSONAS

Understanding the system

What are the actor types telling us?



Draw the portrait of the actor
or paste a picture

CONTEXT

Describe who your persona is in the context of the issue.

EXPERIENCE

How does the experiences of this persona look in this context? Are they positive or negative?

Draw a curve reflecting the positive and negative experiences.



LINE OF WELL-BEING

OBJECTIVES

Note the persona's immediate and long-term objectives, both rational as well as emotional.

FACTORS, RELATIONSHIPS, DYNAMICS

Describe the contributing factors (drivers and barriers), the causal relationships, and the dynamics over time.

DRIVERS:

BARRIERS:

CAUSAL RELATIONSHIPS:

DYNAMICS OVER TIME:

ACTORS TYPE _____

NAME _____

PERSPECTIVE

Add a quote that summarises the attitude or feeling of your persona towards your product or service. Use a metaphor if possible.

