



IMAGE

Bio:

Goals: (what does this person wish to achieve?)

Frustrations: (what are the pain points that need to be avoided?)

NAME _____
Age _____
Occupation _____
Education _____
Marital Status _____
Location _____

Quote: _____

TECHNOLOGY/COMPUTING

Frequency of Use _____
Technical Fluency _____

Most visited apps and sites:

_____	Frequency _____	Duration _____
_____	Frequency _____	Duration _____
_____	Frequency _____	Duration _____
_____	Frequency _____	Duration _____
_____	Frequency _____	Duration _____