Persona

About this tool:

Personas are fictional profiles, often developed as a way of representing a particular group based on their shared interests and needs. Personas can provide a range of different perspectives, allowing teams to define and engage the different interest groups that may exist within their target market.

Visualize your persona here

About this persona:
Name?
Background?

1 Pains
Fears, frustrations, and anxieties

2 Gains
Hopes and dreams

3 Jobs to be done
What are they trying to do?
Why is it important for them?

4 Reality
How do we achieve those goals today? Any barriers in their way?

5 Stories and Observations
Write down quotes or observations that best describe their experience.

6 Context
Are there other factors that we should take into consideration?

board of innovation

Kimberly-Clark