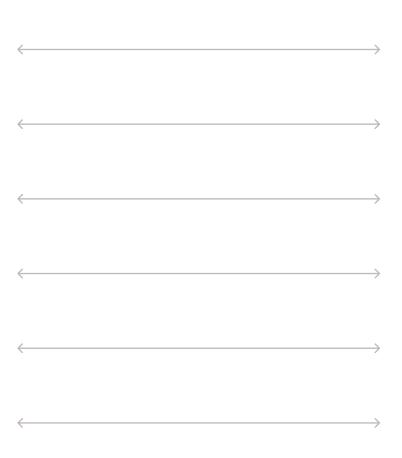**Name**

Quote

Visualise your persona

Characteristics

Motivation
What is the motivation for this persona to specifically use the service, website or platform?

Usage
How does this persona interact with the service, website or platform (frequency of visits, device used, how they come to you, maturity/use level, etc.)
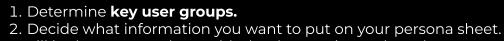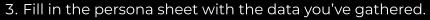
Needs
What are the needs/reasons why this persona uses the service, website or platform?

Demo Blog

Persona
Understand your target audience

⏱ **60'**

Instructions
1. Determine **key user groups.**
2. Decide what information you want to put on your persona sheet.
3. Fill in the persona sheet with the data you've gathered.
4. **Repeat the process** for each key user group.

leapforward