

# PERSONA PROFILER

To accurately define a problem, you need to understand who experiences the problems in the first place. We call this technique Persona Profiling. Personas help us to create solutions that real people will use.

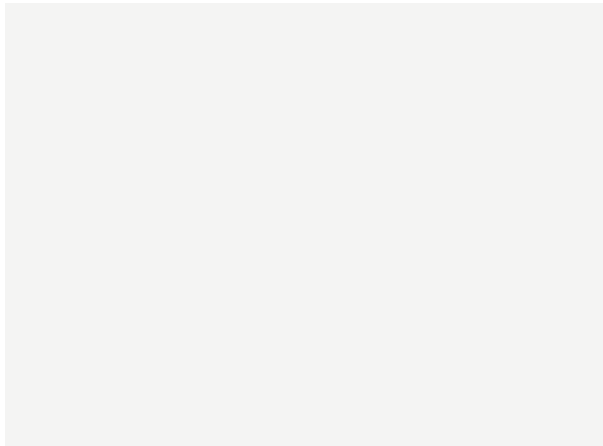
The Persona Profiler is a template designed to help you get a full idea of who your target market is - and how your design, product or services can help them.

## **TOP TIPS**

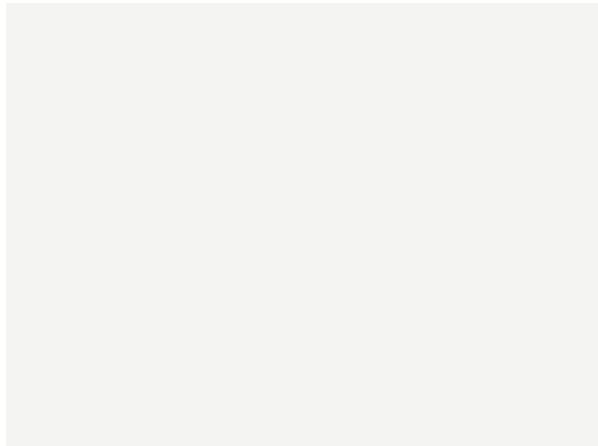
- A persona should be based on actual customers and creating one is not an excuse to avoid talking to them.
- Extensively research your users/customers to help you create a persona that is grounded in reality.
- Start with basic information such as age, location, work, user bio etc.
- Understand and capture their goals, motivations and frustrations (pain points).

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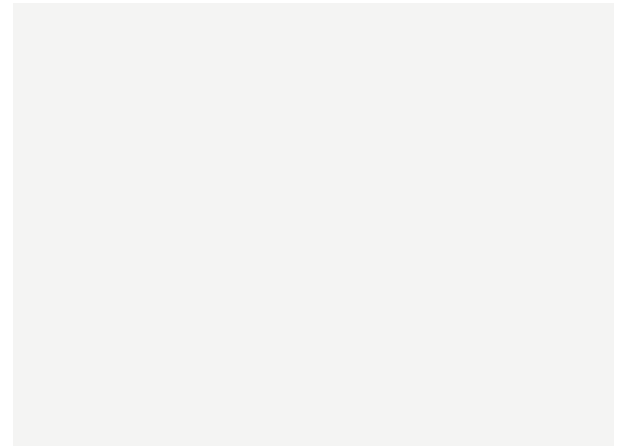
**NAME**



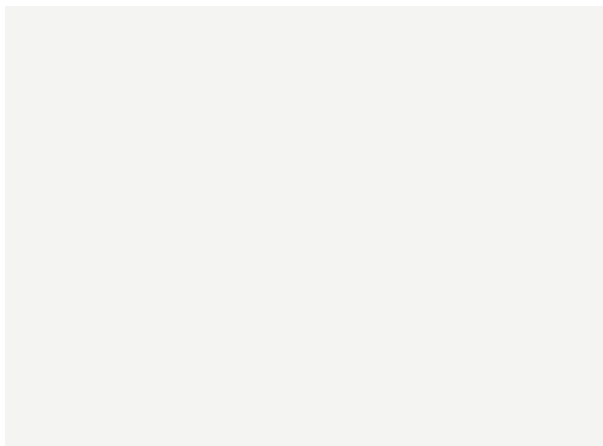
**BIO**



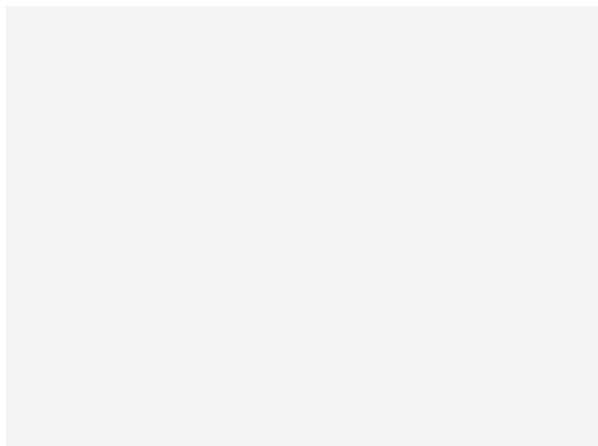
**RELATIONSHIP**



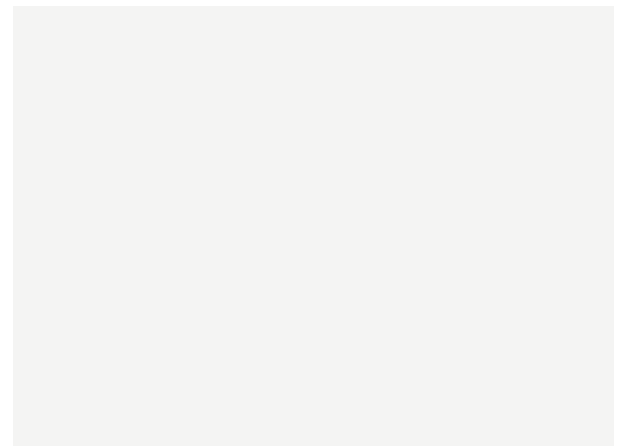
**FAVOURITE BRANDS**



**WANTS & NEEDS**

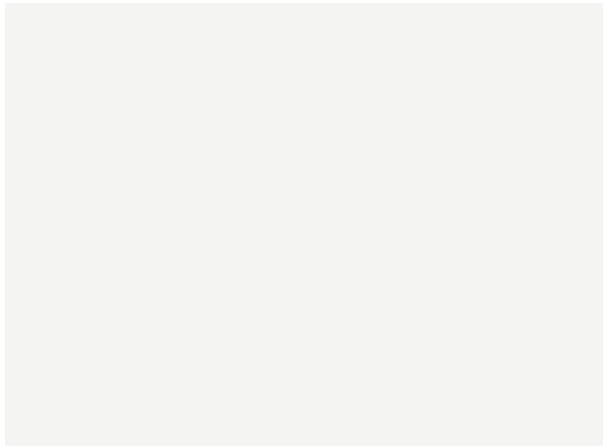


**FRUSTRATIONS**

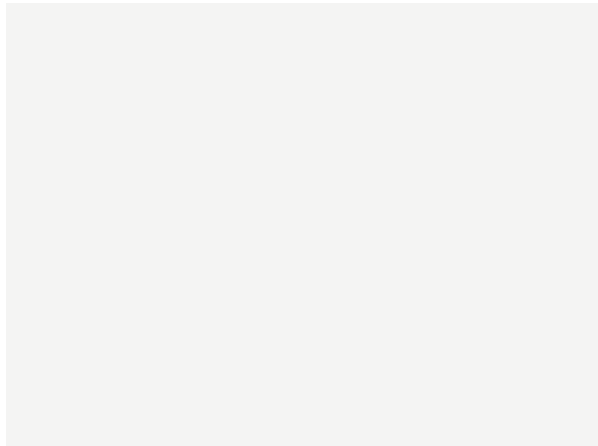


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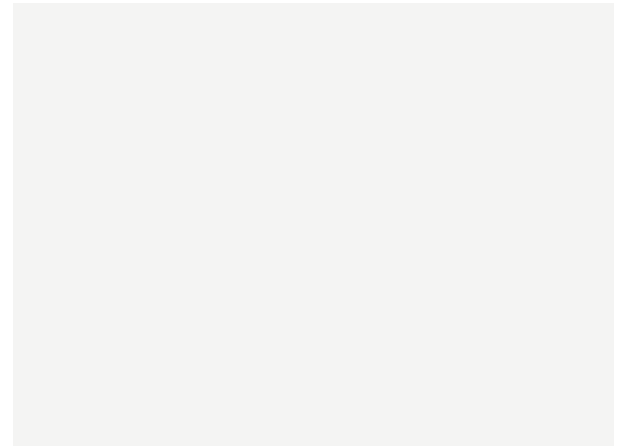
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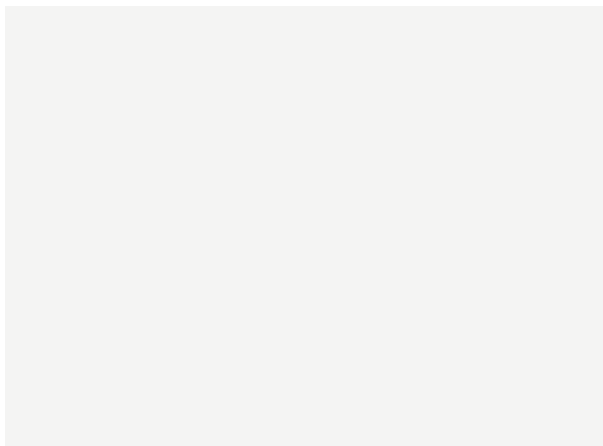
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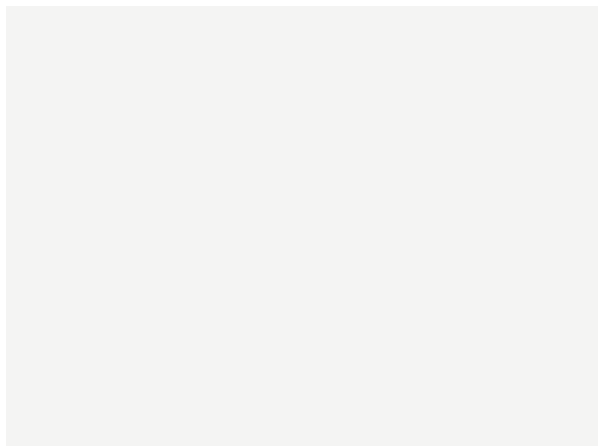
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