



Personas – use one sheet for each persona

What do we already know about our personas? The proto-persona technique is a “just enough” approach to inform concept development and affords us the opportunity to explore incomplete information.

Name:

Age:

Occupation:

Income:

Location:



Behaviours	Needs and goals
Motivators	Demotivators
Emotions	Sphere of influence
	Are they influenced or are they influencers? Who do they directly impact? 