

Persona Worksheet

A template to guide you through the discovery phase.



1.

Basic Bio (Age, Occupation, General Experiences)

Motivations & Anxieties

(Relevant interests or motivations, relevant anxieties; e.g. "worried about the complex process of applying to graduate school," "extremely interested in pursuing specialized area of biology," etc.)

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Immediate Goals

(Tasks that can be accomplished on the site: "Register for an event," "Read about a course," etc.)

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User Goals

(Goals that don't have to be accomplished on the site: "Become a better teacher," "Improve writing skills,")

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Experience Goals

(How they want to feel after using the site: "confident that he/she can answer questions about xyz," etc.)

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2.

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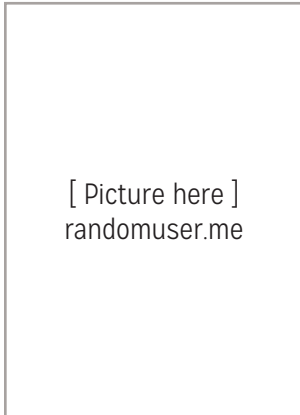
Experience Goals

(How they want to feel after using the site: "confident that he/she can answer questions about xyz," etc.)

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3.

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Immediate Goals

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User Goals

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Experience Goals

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4.

Basic Bio (Age, Occupation, General Experiences)

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Immediate Goals

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5.

Basic Bio (Age, Occupation, General Experiences)

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