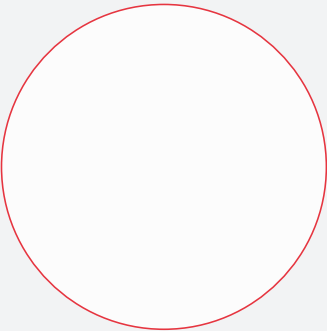


CREATE A PERSONA

Create a persona with the (for you) most interesting need/desire/motivation. Fill in the persona template.
20 min

YOUR PROTAGONIST



NAME, AGE

PERSONALITY

conservative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	open
carefree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	organized
introverted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	extroverted
competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	cooperative
self-confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	vulnerable

KEY DATA AND BIOGRAPHY

NEEDS, DESIRES & MOTIVATIONS

PROBLEMS & FRUSTRATIONS