

PERSONA N°



First name :
Last Name :
Age :
Marital status :
Profession / CSP :

Center of interests :

Motivations :
Relation to digital :
Typical day :

VERBATIM

NEEDS

- 1.
- 2.
- 3.
- 4.
- 5.

OBJECTIVES

- 1.
- 2.
- 3.
- 4.
- 5.

DISCOVERY

- 1.
- 2.
- 3.
- 4.

PATH

- 1.
- 2.
- 3.
- 4.

OBJECTIONS



COMMENTS