



DISCRIPTIVE LABEL

NAME

AGE

JOB

STATUS

ABOUT

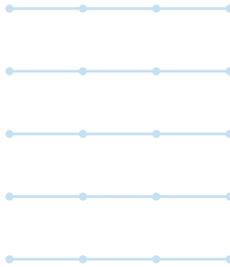
QUOTE

OVERAL GOALS

TASKS & RESPONSIBILITIES

pick 5 differentiating attributes or skills

AFFLUENCES & SKILLS



plot the users level

FEELINGS & ATTITUDES

PAIN POINTS & FRUSTRATIONS

ENVIRONMENT

INFLUENCES