

CLIENT PERSONA TEMPLATE



NAME

AGE

SEX

JOB TITLE

INDUSTRY

ABOUT THEM

PHOTOGRAPH

MOTIVATION

What motivates this person to action? Why do they do what they do?

DAY IN THE LIFE

0500

0700

0900

GOALS / DUTIES

What are they trying to get done?

1100

1300

1500

CHALLENGES

What's stopping them?

1700

1900

2100

2300