

## VISUAL Persona Examples



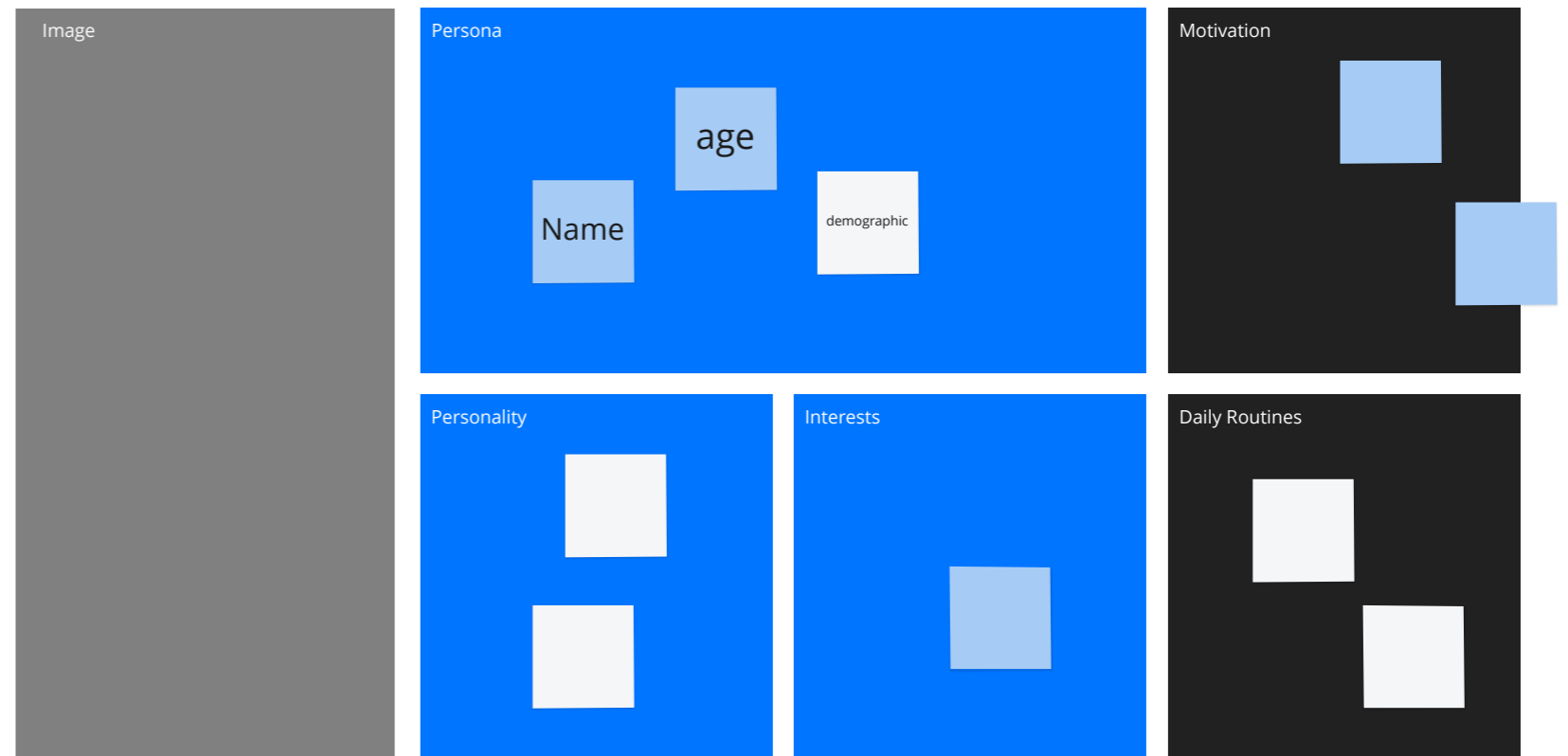
**Personas**  
Identify user types based on habits and goals of real people, acquired through interviews and conversations.

Categories are based on your specific topic and may need adjusting, but the main point to include can be:

- Name
- Age, gender
- Marital status
- Occupation
- Hobbies
- *How they relate to the topic*
- *What makes them an ideal person to benefit, target, convince, that you topic/ idea it good for them*

<http://opendesignkit.org/methods/personas/>

## Persona 1



## Persona 2

