

# Persona Worksheet (Basic)

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Image of  
Persona 1

Name

Age

Occupation/Role

Top 3 Priorities

1.

2.

3.

Top 3 Roadblocks

1.

2.

3.

Other



Image of  
Persona 2

Name

Age

Occupation/Role

Top 3 Priorities

1.

2.

3.

Top 3 Roadblocks

1.

2.

3.

Other

## Example



**Name** **Age**

Mary 51

**Occupation/Role**

Optometrist, Practice Leader

**Top 3 Priorities**

1. Caring for patients in her practice
2. Growth and success for herself and her team
3. Continuing to invest in the most advanced treatments

**Top 3 Roadblocks**

1. Doesn't have time to dedicate to strategic thinking
2. Not design-savvy
3. Insists on perfection

**Other**

Built her practice on a people-first model, is looking to build a larger facility in the next 5 years.

*A persona could be based on a real person, but they cannot represent all of your customers at once.*

*Be specific. One item per point. If you need to include "and" in your sentence, you have more than one item.*

*Solving the problem comes later. For personas, focus on the pain points customers experience.*