

# Foundation for personas

Goals and driving forces

Skills and knowledge

Quote

Experiences

Portrait

Family and contacts

Likes

**Name:**

Description:

Dislikes

Age:

Role:

Sex:

Income:

Hometown:

Habits

**Background**

Project:

Date:

Researcher:

An ordinary day starts with...

Project:

Date:

Researcher:

## OBSERVATIONS AND FACTS

**WHAT** is done?

**WHY** is it done?  
(participants' motivation and researchers' interpretation)

**HOW** is it done?

**WHO** does it and who are involved?

**WHEN** and **WHERE** is it done?

## INTERPRETATIONS

**Weaknesses to address**

**Strengths to emphasize**

**Constraints to deal with**

Project:

Date:

Researcher: