

Step 1. [Make a copy of this template.](#)

Step 2. Create killer personas! 🎉

Need advice on how to use this template? Check out the Field Guide chapter [here!](#)

Persona Name: Demographic Data/Job Title: (if relevant) Other Data: (analytics, % of user base, etc.) Short Description	
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Goals	
Skills	
Attitudes	
Pain Points	
Environment	