

Visitor Persona

Name

Age

Occupation

Location

Image

Personal Motto

Words they live by

Goals

Why have they come to your site?

- _____
- _____
- _____
- _____

Frustrations

What do they want to avoid?
What do they hate about other websites?

- _____
- _____
- _____
- _____

Bio

Personality

Extrovert

Introvert

 — — — —

Sensing

Intuition

 — — — —

Thinking

Feeling

 — — — —

Judging

Perceiving

 — — — —

Technology

How will they view your site?

Desktop Computer

Tablet

Mobile Phone

Other _____