

Modified from the following source: [Agile Experience Design: A Digital Designer’s Guide to Agile, Lean, and Continuous \(Voices That Matter\)](#) and [Ten Steps to User Persona](#) By Dr. Lene Nielsen

**Instructions:**

- Use this form to create an archetype sample of the persona you want to connect with: what the user does, is motivated professionally by, reads, works, is interested in, etc ...
- Focus on the persona’s motivation to for them to answer: **What’s In It For Me? (WIIFM?)**

Note: You will have multiple community personas, add as you go.

<b>Person</b>	Name and Role	
	Characteristics/Use	
<b>Goals</b>		
<b>Pains</b>		

<b>Desires</b>	
<b>Scenario</b>	

Insert keywords


Insert keyphrases
