

Creating a persona

Who am I?



In your groups discuss and create a persona relevant to your Challenge and build up a picture of that person's life. Put as much detail into the persona profile as you can.

My name is

How old am I?

Draw a picture of me

Where am I from? Where do I live?

What do I like to do in my free time?
What are my hobbies?

Where do I work? What do I do for a living?

What is important in my life?
What makes me happy?

What is my home life like? Who are my family?

What worries or irritates me?