



PERSONA

WORKSHEET

What is it for?

This Persona worksheet helps you translate abstract stakeholder groups into concrete, relatable profiles.

By mapping out their goals, motivations, and challenges, you can better understand how different people are affected by a policy and how they might respond to it. This makes it easier to identify barriers, anticipate unintended consequences, and design interventions that are both inclusive and effective.

In short, personas give a human face to your stakeholder analysis, helping you craft policies that are more impactful and grounded in real-world experiences.

PERSONA



Name:

Age:

Occupation:

Location:

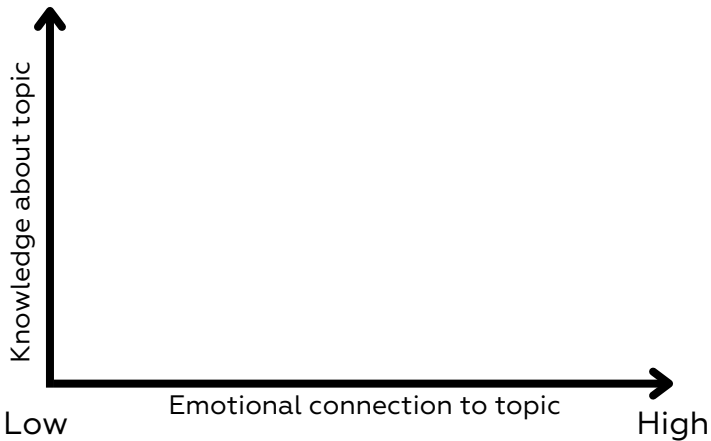
Portrait

Service Attitude

Is your persona someone who figures everything out on their own, or not?

- Do-It-Yourselfer
- Advice Seeker
- Delegator

High



About Me:

Describe your persona in the context of the (future) service or solution. What are their objectives and needs, both rational and emotional?

Motivating

What can make your persona happy when using/implementing your service/idea?

Demotivating

What can deter your persona when using/implementing your service/idea?

Specific Challenge

"How might we help _____ (name, occupation) to _____ (need) in a world where _____ (insights)?"