Near Future Persona

This tool helps you to form a persona of someone in the future so you can build an artificial narrative around them based on your research. This helps you to empathise with future people as you form challenges and design responses.

Details:
Add name, gender, age, location, occupation and key attributes

Male, 44
Islinghton, London
Uber driver
Key attrivutes: Football fan, devoted, antistress

Title:
Write a short summary title of what is written in the description

....

Description:
Describe in a few sentences the persona's frustrations, motivations and needs in relation to the dimension of change they are associated with

Make a sketch or add a photo here

Quote:

"

"

Goals: